



9300 CONTRACTOR

INTERNATIONAL TILE APPRENTICE CONTEST FINALS HELD IN WASHINGTON DC.

News from BAC & IMI

By Scott Conwell, International Masonry Institute

The week before TCAA's 100th anniversary convention last October, BAC and IMI were holding a landmark event of their own: the final round of the first International Apprentice Contest held in 40 years. Ceramic tile setting was one of six trowel trades to be featured at the contest finals held at the National Building Museum on October 18, 2003.

First place honors went to Gustavo Ayala, a four-year member of BAC Local 18 California. Gustavo competed against other finalists, all of whom had won local and regional contests, and the international semifinals. "If I didn't start with BAC, I wouldn't have had the opportunity. Training is the key," he says. Aside from earning the distinction of top tile setter apprentice in his field, Gustavo took home a brand new Ford F-150 pickup truck as the first prize.

Each contestant was required to complete two mockups demonstrating his or her proficiency at a variety of tasks. The first mockup included a floated mud shower pan floor pitched to a drain, then installing 2" x 2" mosaic tile in the fresh mud. The shower wall involved laying out a detailed pattern and color design in thinset mortar over cement backer board. On the second mockup, contestants plumbed and squared two perpendicular walls and floated them with a sand, lime, and cement mixture.

TCAA member Bob Michielutti, Jr. of Michielutti Bros., Inc. had the difficult job of judging the marble contest. Michielutti said "I was impressed with the contestants' enthusiasm and sense of pride. They took the contest very seriously, demonstrating a real dedication to the craft."

Arnold Webb of Webb Tile Co. judged the tile contest. According to Webb, it was very challenging to select a winner.

"All the contestants were outstanding. We evaluated them on their technique, how they handled the tools, cleanliness of the job, as well as the final product."

BAC and IMI conducted this apprentice contest to honor the outstanding apprentices in tile trades, to raise awareness of the importance of training, and to showcase the value of skilled, union craftsmanship.

IMI is a joint labor-management cooperative program of the International Union of Bricklayers and Allied Craftworkers (BAC) and the contractors who employ its members. Its core programs are quality craft training, market development, and technical assistance to the design and building communities. Scott Conwell, IMI's representative to the BAC labor-management Tile Marble Terrazzo craft committee, will contribute a regular column in this newsletter, updating TCAA members on news from BAC and IMI.

From the President ...

Dear Ladies and Gentlemen of the TCAA,

This newsletter marks my first communication to you as TCAA's President. Let me begin by stating that Les Lippert and I have several things in common. We are both proud second generation Presidents. We both want TCAA to be the very best Association of its kind anywhere, and we are both charming and good-looking. While Les is as articulate as a college professor and writes like a columnist for the *New York Times*, I'm a bit more plainspoken. Nonetheless, we both share the vision of a powerful and influential TCAA in the years to come.

I want to congratulate and thank Les for the incredible job he has done these past two tumultuous years. His accomplishments are many. Les worked tirelessly during a difficult management transition to further define and expand staff's duties, giving them ambitious goals and inspiring our board at the same time. During his tenure, we improved our relationship with the international union and opened up the possibility of a new national agreement that will be user-friendly to our members. We are working hand in hand with IMI on joint certification programs and increased participation by our members in Contractor College. But perhaps Les' greatest legacy is our current strategic planning process. This process will provide the blueprint by which TCAA charts its future and raises the bar for every subsequent president to continue and nurture the TCAA envisioned in the strategic plan.

I also want to thank John Sekora who made TCAA immortal with his fabulous book on the history of tile. John's book is a celebration of our industry, our association, and all those individuals who contributed throughout the years. In this way, they will never be forgotten. Thank you, John and Doris, and all those who supported this project.

Now to the future and some of my goals for TCAA. I believe our most important goal is to become so meaningful and substantial within the industry that potential members will be knocking on our doors – begging for admission. I see a future where TCAA is recognized as the elite association of the industry and where architects, general contractors and owners vie for the attention of our members. I see future conventions with standing room only attendance where every TCAA member benefits from high-impact programs held at exciting, family-oriented resort venues.

I want us to set the standards. I want our members to strive to be the best. In the coming months, I will share with you the ways in which I believe we can reach this lofty perch. Your input is invaluable so please contact me or a member of our staff at any time with your suggestions, questions and yes, your criticisms as well. I will continue to stay involved with all the other organizations such as IUBAC and IMI that can potentially help us achieve our goals.

Working together, we will keep the line moving! I thank you for this opportunity and wish you a happy, healthy and prosperous New Year.

With best regards,

Vincent P. DeLazzero, II
Second Generation TCAA President

I'm sure you've heard by now....

What a great success it was! The *2003 Centennial Anniversary TCAA Convention* that is.

Yup! The most successful convention yet! That goes to show us the strength and unity behind our association. "Strength & Unity" - isn't that the core purpose of the TCAA? After one hundred years, it's still proving itself.

For those of you who missed the October, 2003 convention in Savannah, Georgia, here's the scoop.

Everyone got something out of it, whether it was business related, like networking, building strength in the trade, recognition, seminars or gathering useful information. Or perhaps it was leisure related, like relaxing by the pool, dancing, golfing, sight-seeing or entertainment.

Be sure to be a part of the 2004 TCAA Convention at Lake Tahoe, and save the dates, September 26th – 29th, 2004.

Looking forward to seeing you there.

Scott W. Erath
Convention Chair
President
Wm. Erath & Son, Inc.



TCAA CONTINUES CO-SPONSORSHIP OF COVERINGS 2004

TCAA will again serve as a co-sponsor of Coverings 2004 to be held March 23-26 in Orlando, Florida and encourages members to attend this annual tradeshow and conference.

This year's Coverings conference program has been redesigned based on input from your peers to better reflect your educational needs in today's market. With more than 30 brand new sessions, dozens of new speakers and a new schedule that allows you to better utilize your day, the Coverings conference promises to be your best educational opportunity of the year. But one thing hasn't changed. Coverings 2004 is still 100% absolutely FREE to attend!

New workshops have been added on the redesigned exhibit floor, a number of industry forums and roundtable SIGs, more networking and a new product innovation center.

Brand new events include.

- More after-hours networking events for dealers, contractors & specifiers
- The Contractors Workshops
- Special Interest Group sessions
- Major speakers like Steve Forbes, William McDonough, Michael Payne and Michael Fortino
- More opportunities for AIA, ASID and IIDA credits
- New Building - the North/South Exhibit Hall
- This year's new products featured at the Tile and Stone Innovation Centers

Plus, many of your recent favorites return:

- New TCA Handbook update session
- New Designer and Contractor "Bring Your Lunch" Programs
- All new Jon Trivers session on retail marketing
- New information on color trends from Lee Eiseman
- Thousands of new tile and stone products from 51 countries
- And of course, the traditional free Paella in the Spanish pavilion!

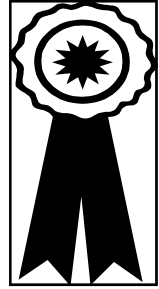
Registration is easy! Just go to the official Coverings website at <http://www.coverings.com/index.php> for more information and online registration.



Attention all TCAA Members!

It's time to submit your nomination for

PROJECT OF THE YEAR



After a brief hiatus, TCAA's Project of the Year competition is back. These prestigious awards will be presented in two categories: Commercial and Residential. Projects completed in 2002 or 2003 are eligible with entries judged by a blue ribbon panel of experts. All TCAA members are eligible to nominate a project in one or both categories.

Competition guidelines and nomination forms will be mailed to all TCAA members shortly. Winners will be announced at the 2004 TCAA Convention in Lake Tahoe.

Watch for details coming to you soon and enter your Commercial and/or Residential project.

For more information on Project of the Year, contact the TCAA offices at (800) 655-8453 or by email at info@tcaainc.org.

STRATEGIC PLANNING UPDATE

Strategic Planning has been the buzzword of the past two years, but the words are being put into action. In this next leg of the “*marathon relay*”, the leadership baton has been passed while the development and implementation of the strategic initiatives continue with the entire Board of Directors and the Strategic Planning Committee concentrating on the TCAA’s future.

Some of the highlights of the plan include:

- **Enhanced relationship with the IUBAC.** The past has been subjugated to the interests of the future. We will continue to work with them to add value to the industry, strengthen our contractor members, proactively address issues affecting our craft and businesses, and jointly uphold the highest possible standards for craftsmanship, service, and business practices.
- **Education and certification.** TCAA is looking to launch a certification program defining the best business practices in the industry. We believe the industry wants and needs the assurance of a national association as to the abilities and integrity of its members. We know the market still rewards excellence. We also are working on increasing the number of opportunities for our members to access education and training.

Our communication is improving and, along with it, our profile in the industry. Through the web site, newsletters, and other marketing efforts, TCAA is looking good.

- **We continue to look for other associations to partner with.** We feel strongly that we share many issues with other groups, and that our unified resources will achieve better results than our solo voices.
- **Our sales and manufacturing members’ interests are of great concern to us.** We have mapped out several ways for them to become more influential; allowing them to add their experience and expertise to our efforts to shape and grow TCAA.

When the Board of Directors and the Strategic Planning Committee meet in January for our annual meetings, we will continue to refine the ideas already in place, and add to them new ideas to make TCAA serve and represent you better. I’ll keep you posted with specifics.

Les Lippert
Immediate Past President

KEEP IN TOUCH

If you would like to share new product information, company news or have a website you would like to promote, send us the information and we will include it in future newsletters. E-mail your information to info@tcaainc.org or fax it to (816) 966-1027.

Need Additional Newsletters?

If you would like to receive additional copies of 9300 Contractor for your company, call the TCAA offices at (800) 655-8453. We’ll add your extra company representatives to our mailing list.

Share the Benefits

Do you know a contractor or supplier who could benefit from TCAA membership? If so, forward contact information for your prospective member to our staff. They’ll follow up with your referral to “seal the deal”.

9300 Contractor is a quarterly publication of the Tile Contractors’ Association of America, Inc. To submit an article or story idea, contact Carole Damon, Editor.

TCAA is a membership-based organization serving the needs of the Ceramic Tile industry since 1903. Annual membership dues are \$800 for contractors (payable in quarterly installments of \$200); \$300 for suppliers; and \$25 for retired contractors.

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Ceramic Tile in 20th Century America tells the intriguing story of the synergy of the people of the ceramic tile industry over the last 100 years. This stunning picture-packed book celebrates the heritage of ceramic tile as it traces 100 years of growth, accomplishments and individuals as it spans a broad range of tiles, topics and traditions.

Full of wide-ranging and thoroughly documented works, experience the mechanics, culture, and history of tile through this collection of classic photographs, essays, speeches and original advertisements depicting a century of "the Ceramic Tile Spirit."

An excellent gift for your customers or incentive for your employees, the cost is \$58 and includes shipping and handling. Discounts available on orders of 6 or more. Order now to receive your limited, first edition today!

**Order forms for this limited edition book are available online at: www.tcaainc.org.
For more information please call TCAA at 800-655-TILE.**