



9300 CONTRACTOR

John Sekora Receives 2004 Cesery Award

TCAA is pleased to announce the 2004 Cesery Award will be presented to John J. Sekora during the Cesery Award Luncheon on September 28th at TCAA's Annual Convention at Lake Tahoe, CA.

John is CEO and owner of Artisan Tile and Marble Co. of N.J., Inc., one of the largest, oldest and most respected tile firms in the country. John has served as both president and treasurer of the New Jersey Tile Contractors' Association, and was the TCAA president in 2000-2001. He has also served as chairman of the TCAA Scholarship Committee since its inception, a program which he was instrumental in creating. John was bestowed with the title of "official TCAA historian" in 2002 for his efforts in compiling his book "Ceramic Tile in 20th Century America".

John has served on many local and national union committees, and was management trustee for several funds. He is a member of the Greater New York/New Jersey Tile Contractors Association, the Marble Institute of America, and the American Subcontractors Association.

John was the first tile contractor to graduate from the International Masonry Institute's (IMI) Contractor College. He also served on the board of governors of the National Alliance for Excellence (NAE), a merit scholarship foundation for academics and the arts, and was the recipient of the group's ALEX award in 1999.

Born and raised in Baltimore, Maryland, John lives at the Jersey shore with his wife, Doris. Along with John and his wife, four of his five children and his cousin work at Artisan Tile and Marble Co. of N.J., Inc

John has devoted his "spare" time to the National Alliance for Excellence scholarship program. He has donated dozens of merit scholarships to America's gifted youths. John and his wife, Doris, established a five-year, \$50,000.00 foundation in memory of Doris' mother - The Anna Bader Gift of Music to help expose disadvantaged children to the performing arts.

2004 CONVENTION SCHEDULE CHANGE!!

Due to its unexpected sale to a private investor two weeks ago, Ponderosa Ranch will be unavailable for this year's planned DalTile Nite on the Town.

With the help of our good friends at Dal-Tile and Alexander's Restaurant, we've put together an evening that promises to be equally terrific. You'll board the Squaw Valley tram for a breathtaking ride to High Camp at the top of the Valley. Enjoy an evening of fine wine, spirits, gracious dining, jazz and dancing in one of the world's most beautiful settings. So, put away your boots, dust off your dance shoes and join us for DalTile Nite on the Mountain!

News from BAC and IMI

by Scott Corwell, International Masonry Institute

Architectural Continuing Education: Why we provide it

You are probably aware of the increased requirements placed on architects for attaining and documenting their continuing professional education. While individual state requirements vary, continuing education is a universal requirement for all architect members of the American Institute of Architects (AIA) throughout the United States. AIA mandated continuing education in 1995, following the model of other industries including the medical, legal, and accounting professions. Today, 28 states have instituted minimum continuing education requirements for an architect to maintain his or her license.

Many individual state requirements are modeled after AIA's program, which requires architects to successfully complete 18 learning unit (LU) hours each year, with at least 8 of the 18 LU hours relating to health, safety, and/or welfare (HSW). For a list of states with educational requirements, visit www.aia.org. To keep architects honest, there are detailed reporting procedures and a structured auditing system.

Now that we've established the educational requirement, what does this mean for the tile business? In theory, it means that a greater number of architects will be educated and familiar with architectural systems and finishes, resulting in good, clear construction documents. But will those drawings and specs include tile? They will if architects are made to understand the benefits of ceramic tile on their

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From the President ...

Dear Ladies and Gentlemen of the TCAA

I hope you are all enjoying this summer as well as I am. In the East, we are enjoying lots of sunshine and, for the first time in a long time, I am back to my beloved golf, which I am playing often to the detriment of my family and business. This message will be a brief one, as it is summer, and I think with all the existing possibilities I have brought up in my previous letters, we will have a lot to talk about in the future.

I hope everyone will be coming to our convention in Lake Tahoe. The location, the resort, the wonderful TCAA members, and the superb planning of the Nolte sisters, promises this to be an absolutely special event! I can promise you with BAC President Flynn and IMI President Calambokidis, together with our fantastic board and past presidents who may grant us with their presence, it is going to be great!

The only serious note I have to make is that we have an almost unprecedented opportunity to create a partnership with IMI and BAC that can only make us as business people more successful. The presence of President Flynn and others indicates to me their desire to work with us and make our organization meaningful. In return, we must try to help them grow stronger. Together we will succeed. Our relationship has the potential to be the best it has ever been and it is pretty good right now!

Have a great rest of the summer and keep those cards and letters coming.

Vincent P. DeLazzero, II
Second Generation TCAA President

TCAA Announces PROJECTS OF THE YEAR

TCAA recently announced the winning projects in the 2004 Project of the Year competition. They are:

First Place – Commercial Category:

Williams Tile & Marble, Inc., for its Renaissance Grand Hotel project.

Second Place – Commercial Category:

Boston Tile & Terrazzo Co. for its New Anchor Bay High School project.

First Place – Residential Category:

Selectile of California, Inc., for its Ledges

Second Place – Residential Category:

Williams Tile & Marble, Inc., for its Lefkowitz Residence project.

Technical Merit:

Trostrud Mosaic & Tile Co., Inc., for its Marsh Supermarket project.

Be sure to join us at convention on Monday, September 27, as we unveil these winning projects and recognize the achievements of the tile contractors.

Watch the next newsletter for project details and photos.

News from BAC and IMI

(Continued from page 1)

jobs, especially if they see those benefits as being proportional to the training and skills of the tile contractor. This is where the IMI comes in.

IMI has long recognized the marketing benefits of a continuing education program. We believe that a designer will be more likely to specify a material if technical information, seminars, and support networks are readily available. As a registered provider with AIA, these are all services IMI provides at no cost to the architect. While AIA and state guidelines prohibit an educational provider from giving proprietary or sales information, it is evident in all IMI's seminars that IMI-trained BAC craftworkers and contractors have the qualifications and training to provide the best performing tile installations.

IMI is addressing the growing demand for architectural continuing education by delivering technical seminars that improve the quality of design, and implicitly promote the use of union tile contractors and craftworkers. With TCAA as an industry co-sponsor, IMI will be hosting a five-city tour of Tile Marble Terrazzo Expos this fall, and we are scheduled to present a 3-hour architectural seminar on "Applied Design in Ceramic Tile" at Surfaces in Las Vegas in January.

Scott Conwell is a licensed architect, and spent two years serving on the national AIA Continuing Education Providers' Advisory Council. He is currently IMI's liaison to the BAC Tile Marble Terrazzo labor/management craft committee. For more information on the IMI/TCAA TMT Expos, visit www.imiweb.org.

2004 Supplier member Committee Initiative

Submitted by Les Lippert, Immediate Past President on behalf of the Committee

March 17, 2004

Under the initiative of consolidating our influence, we agreed that it is critical to involve our supplier members in TCAA to the greatest extent possible. Part of this process involves discovering their experience, knowledge, volunteerism, and interests. These answers can form the basis for inviting their participation in many ways.

The first way to involve them is through the creation of an actual committee of their peers, with a liaison to the Board of Directors. We have seen how valuable this can be by the contributions of John Turner, Sr., from Dal-Tile, on the Strategic Planning Committee.

Ideas regarding the structure and duties of the new committee are as follows:

Structure:

- Each supplier member firm should be granted one vote in the election of five (5) representatives from their peers, in good standing with TCAA, to serve on the committee. Nominations should be solicited prior to the Convention, with the nominations and vote conducted at a special meeting of the supplier members in attendance at the Convention.
- The term for each representative should be two years, except that Committee Members 1,3, and 5 should be elected to an initial term of three years to provide for staggered turnover.
- The term limits should be intended to provide for rejuvenation without sacrificing continuity; I suggest two terms as practical.
- The committee should elect a chairperson, and the chairmanship should last the term of the individual so elected. The chair should be open at the end of the chairperson's initial term, but the chairperson may be elected for another term as chair.
- The committee must designate a liaison to the TCAA Board of Directors. The liaison may be a committee member or any other supplier member as long as the designee is a member in good standing.
- The liaison is welcome to attend meetings of the Board of Directors and Strategic Planning Committee in an advisory capacity.
- A TCAA staff member should attend to assist, take minutes, and represent the Board of Directors.
- During the TCAA closed business meeting at the Convention, the supplier members should meet to address the committee and a TCAA staff representative, and to hear presentations of the committee.

Duties:

- This committee is intended to make accessible to the TCAA Board of Directors the experience, knowledge, and interests of the supplier members of the Association.
- This committee is formed to foster a closer interaction between the supplier membership and the Board of Directors.
- This committee is formed to participate in the Strategic Planning of the Association, thereby strengthening the emerging "new" Association.
- This committee will be encouraged to provide speakers, presenters, and panelists from their ranks for the program(s) of the annual Convention.
- If you've read this sentence, e-mail the TCAA office at: info@tcaainc.org to qualify for a prize-drawing.
- This committee will provide educational and training resources to bolster the TCAA member certification program.
- This committee will be encouraged to take "ownership" of some function(s) or Program(s) of the Convention, providing the planning and organization required.
- This committee may be requested to provide TCAA committee members for standing and new committees such as Strategic Planning, Membership, Technical, Website, Cesery, Scholarship, Convention Planning, or the like.
- This committee will be encouraged to assist the TCAA Board of Directors in recruiting new sales and contractor members.
- Other duties as suggested by the Board of Directors.

The above is not intended to be a complete list. Additions or deletions as suggested by the Committee, TCAA staff and the Board of Directors are welcomed.

Best regards,
Les Lippert, Immediate Past President

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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4 E. 113th Terrace
Kansas City, MO 64114
Toll free: (800) 655-8453 Fax: (816) 767-0194 Email:
info@tcaainc.org
Website: www.tcaainc.org*

Ceramic Tile Care Maintenance Instruction Sheets

Ceramic Tile Care Maintenance instruction sheets are now available, **free of charge, for all members of TCAA.** If you would like to receive instruction sheets to pass on to your customers, please contact the TCAA office at 800-655-TILE (8453) or email your request to TCAA at: info@tcaainc.org.



TCAA Presents 2004 Scholarships

Alejandro Arango, a student at the University of Illinois at Urbana/Champaign is the recipient of the 2004 TCAA Architectural Scholarship. Selected from a field of candidates through the AIA Foundation, Mr. Arango will receive \$2,000. He will be honored during this year's convention dinner dance.

Two students received the TCAA Scholarship. Jeremy Lippert, (Lippert Tile) and Shane Sovia (Michielutti Brothers, Inc.) will each receive \$2,000.

Convention Registration Form

Name _____
 Name to Appear on Badge _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone (____) _____ Fax (____) _____
 Email _____
 # of TCAA Conventions Attended _____

I am a First Time Convention Attendee

Spouses and Guests

(complete if purchasing full registration for each)

Spouse/Guest Name _____

Special Needs

(indicate any special access or dietary needs)

For Myself My Spouse/Guest

Contractor Registration

FULL CONVENTION REGISTRATION

(Includes all Business Sessions, Seminars, IMI's Contractor College, Dinner Dance, Cesery Luncheon, Breakfasts, Dallfile Nite, Wednesday Luncheon and Closing Reception)

	Total Fees	
TCAA Members _____ x \$475	\$ _____	
Spouse/Guest _____ x \$375	\$ _____	
Function Only Badge _____ x \$ 75	\$ _____	

(Available only to children under 18 with 1 full registration)

Non-Members _____ x \$700	\$ _____
Spouse/Guest _____ x \$375	\$ _____
Function Only Badge _____ x \$ 75	\$ _____

(Available only to children under 18 with 1 full registration)

Exhibitor Registration

Tabletop Exhibit (Includes one full convention registration plus 6-ft draped exhibit table)

		Total Fees
Members _____ x \$575	\$ _____	
Non-Members _____ x \$750	\$ _____	

Exhibit Booth (Includes one full convention registration plus 8' x 10' booth with one 6-ft table)

Members _____ x \$ 775	\$ _____
Non-Members _____ x \$1200	\$ _____

Additional Exhibitors (Must be accompanied by one full registration and purchase of tabletop or exhibit booth space)

Members _____ x \$375	\$ _____
Non-Members _____ x \$375	\$ _____

Golf & Tours

(NOT included in full registration)

Golf

Members _____ x \$150	\$ _____
Non-Members _____ x \$200	\$ _____

Tahoe Queen Riverboat Excursion

Members _____ x \$135	\$ _____
Non-Members _____ x \$160	\$ _____

Donner Pass Tour

Members _____ x \$ 75	\$ _____
Non-Members _____ x \$ 95	\$ _____

Total fees enclosed
\$ _____

YES, enroll me in IMI Contractor College
 (Tuesday/Wednesday Sept. 28 and 29)
 No charge for signatory contractors

For questions or more information,

Call: 1-800-655-8453 or
 E-mail: info@tcaainc.org

Payment

Amount of Payment \$ _____

Total

By Check **By Credit Card (circle one):** **MasterCard** **VISA**

Credit card # _____ Expiration date _____

Name as it appears on card _____ Signature _____

Billing Address _____

Mail Registration Form and Payment to:

Tile Contractors' Association of America

Convention Program

Sunday September 26

All-Day Shuttle Service from the Reno-Tahoe Airport to Resort
 2:00 pm-5:00 pm Board of Directors Meeting
 7:00 pm-8:30 pm President's Reception

Monday September 27

7:00 am-8:30 am Breakfast in Exhibit Hall
 8:00 am-9:30 am Membership Meeting
 9:30 am-10:30 am Technical Forum I
 10:30 am-10:45 am Break in Exhibit Hall
 10:45 am-11:45 am Technical Forum II
 12:00 pm-5:00 pm Tahoe Queen Riverboat Excursion
 1:00 pm-6:00 pm Golf Tournament
 7:30 pm-11:00 pm Reception / Dinner / Dance
Scholarship Awards
Project of the Year Presentation

Tuesday September 28

7:30 am-9:00 am Breakfast in Exhibit Hall
 9:00 am-10:00 am Technical Forum III
 10:00 am-12:00 pm Exhibit Hall Open
 12:30 am-2:00 pm Cesery Luncheon
 2:00 pm-5:00 pm Contractors' College Session I
 2:00 pm-5:00 pm Donner Pass Tour
 7:30 pm-9:30 pm Dal-Tile Nite

Wednesday September 29

8:00 am-9:00 am Breakfast in Exhibit Hall
 9:00 am-10:00 am BAC/IMI—
IUBAC President John Flynn
IMI President Joan Calambokidis
 10:00 am-11:00 am TCAA Strategic Plan Update
 11:00 am-12:00 pm Technical Forum IV
 12:00 pm-1:30 pm Luncheon sponsored by IMI
 2:00 pm-5:00 pm Contractors' College Session II
 5:00 pm-6:30 pm Closing Reception

Thursday September 30

Morning Shuttle Service to Reno-Tahoe Airport

Golf Tournament

One of the most popular events of the TCAA convention... the golf tournament will be held on Monday afternoon.

Tahoe Queen Riverboat Excursion Tour

You will be picked up Monday at the Resort at 11:30 am and travel to South Lake Tahoe. Board the Tahoe Queen Paddle-wheeler for a delightful luncheon cruise.

Dal-Tile Nite On The Mountain - VENUE CHANGE

A breathtaking tram ride up the mountain to High Camp to the elegant Alexander's Restaurant. There you will enjoy an evening of fine wine, spirits, gracious dining, jazz and dancing in one of the world's most beautiful mountaintop settings.

Donner Pass Tour

Travel to the historic Donner Memorial State Park on Tuesday afternoon. Visit the location where the ill-fated Donner party endured the horrific winter of 1846-47. Browse through the many galleries, boutiques in the historic town of Truckee. Explore the Old West charm of the 19th century false-front buildings and the train that runs through the middle of the town.

IMI Contractor College

TCAA is delighted to announce the International Masonry Institute will once again conduct a training program from its Contractor College curriculum. Contractors who enroll in the College gain expanded knowledge of contemporary construction practices, nationally recognized certification of their knowledge and skills, and marketable credentials leading to a branded competitive advantage for IMI Certified Professional Contractors.

Tuesday, September 28

Session I Advanced Field Operations
Larry Darling & Pete Loughney

Wednesday, September 29

Session II IMI as the Virtual Corporation
Dave Sovinski
 Project Acquisition
John Trendell & Scott Conwell

Technical Forums

Monday, September 27

Technical Forum I & II

I Sound Control: Silencing Noisy Floors
Eric Edelmayer, The Noble Company

II Mold: Best Practices For Risk Management
Ken Cloud, Laticrete International

Tuesday, September 28

Technical Forum III & IV

III Stone Flooring: An Open Forum On Best Practices For Premium Flooring
Doug Hayes - Aqua mix
Tim Connelly - Custom Building Products
Mike Granatowski - Mapei

IV Floor Heating: Turning Cold Floors Friendly
Tracy Hall - SunTouch / WattsRadiant

Hotel Information

The Resort at Squaw Creek

400 Squaw Creek Road
 Olympic Valley, California 96146
 1-800-403-4434

Special TCAA Convention Rates

	Single Rate	Double Rate
Guest Rooms	\$185.00	\$185.00
Suites	\$239.00	\$239.00

Rates quoted do not include applicable sales and local taxes and a \$12 per day resort service fee.

For reservations, call 800-403-4434
CUT OFF DATE EXTENDED TO AUGUST 25th

Convention information and registration forms can also be found on the TCAA website at: www.tcaainc.org.