



“Working Together” With IMI

In January 2004, Vincent DeLazzero started his presidency of TCAA. He and other family members have a long history with TCAA, as well as with the International Masonry Institute. Within IMI, he serves on the Board of Trustees, the Management Group and the New York/New Jersey Regional Program Board. For the International Union of Bricklayers and Allied Craftworkers, he serves on the Tile/Marble/Terrazzo Craft Committee and the International Pension Fund, and as a trustee of the BAC Local 7 NY/NJ welfare funds.

Hazel Bradford, Director of Communications with the International Masonry Institute interviewed him asking him to reflect on the perspective that all these vantage points have afforded him, as he leads TCAA over the next two years.

How would you describe the relationship between TCAA and IMI?

Mr. DeLazzero: “In recent years, we have grown into a partnership between a group of elite contractors that are union contractors. What we are trying to accomplish with this partnership is to raise the level of professionalism -- and recognition for it. It’s simple: you can get more business if you have more qualifications.

What are some ways you see that happening?

Mr. DeLazzero: Take terrazzo contractors as an example. They use NTMA certification in their architectural specifications. I would like to bring that same thing to our organization. The way to do that is in partnership with IMI.

What IMI programs can help TCAA members get there?

Mr. DeLazzero: I want to see a TCAA contractor certification “Seal of Approval.” IMI Contractor College can help us there. I’ve gotten pretty positive feedback from last year’s special session (at the 2003 TCAA convention). Our contractors are excited about the 2004 program. It’s very well conceived.

NOTE: The IMI Contractor College program to be delivered at TCAA’s 2004 convention includes a Project Management session customized for tile contractors, and a technical session on tile. A third highlight is “How to use IMI as the Virtual Corporation,” which explains all of IMI’s training, marketing and educational resources.

Mr. DeLazzero: Another thing that we contractors need to keep our businesses going is estimators and project managers and such. That’s where IMI’s Supervisor Certification Program (SCP) can help.

NOTE: In 2004, IMI will offer SCP course PM 250, which addresses the transition between supervisory skills and project management skills, between field and office.

Why should TCAA members support IMI?

Mr. DeLazzero: The hook is the training, because everybody is concerned about not having enough workers. With IMI, our contractors get that, including safety training, plus promotional support and education.

It would be very beneficial to TCAA contractors to support IMI financially. Working together, we can really be powerful.

2004 CONVENTION

Pack your bags, book your flight and get ready for the 96th annual convention of TCAA. If you thought our 100th anniversary convention was great, just wait until you see what we’ve got in store for you in the beautiful Lake Tahoe, California area. Informative and interesting programs, fabulous entertainment, the fellowship of your peers, great food and spectacular scenery are just a few reasons why you should attend.

Reaching Our Goals

The theme of this years’ convention is **Together We Can**. Together we will make TCAA the most prestigious, highly regarded organization in the tile industry by attracting and serving the industry’s best and brightest contractors, suppliers and manufacturers. Maybe your goal is to build market share, learn about the newest trends in tile or conquer an installation challenge. Or maybe you simply want to connect with your peers and leaders such as BAC President John Flynn and IMI President Joan Calambokidis (both be in attendance). Whatever your goals, bring them to convention. Through education, networking and just plain fun, together we can make them reality.

Having Some Fun, Too!

Enjoy abundant recreational activities at the luxurious Squaw Creek Resort! Pick from a wide range of activities that include golfing on a championship course, kayaking to Emerald Bay or hitting the jackpot at a local casino. And, we have some great entertainment in store for you as well.

Make plans now to join us in the beautiful Lake Tahoe area. We promise you will not be disappointed.

Convention brochures have been mailed and for your convenience, registration forms are included in this newsletter.

From the President ...

Dear Ladies and Gentlemen of the TCAA,

I hope everyone is enjoying the same beautiful spring we have had here in NY. Jodi and I just returned from Banff, Canada where we attended a BAC council meeting and I made a speech on behalf of TCAA. Before I report to you about the content of that speech I must tell you that this part of Western Canada, which is 1 ½ hours north of Calgary is one of the most spectacular visual spots in the world. Except for the distance, I would highly recommend the Banff Springs hotel as a future convention site as well.

The purpose of my speech was to build trust and strength for both BAC/IMI and TCAA. Here are a few excerpts:

- 1) TCAA just celebrated its centennial. I believe if the strongest companies with the highest standards are to last a hundred years in the future it will be as union contractors. So together, we must strive to be the best with the highest of standards.
- 2) The goal and purpose of this presentation is to exchange ideas and further broker a partnership between TCAA, BAC and IMI. I am looking for suggestions and input. Whatever we come up with, both groups must heartily endorse and participate in.
- 3) My goal is for the TCAA, BAC and IMI to create the "Trowel of Excellence" certification.
- 4) The "Trowel of Excellence" is a seal of approval to tile contractors with high standards and qualifications bestowed by a committee of TCAA, IMI and BAC representatives with qualifications to be determined by this committee.

5) Goals and Objectives:

- The ultimate goal is to create elite firms comprised of union members.
- Increase union membership
- Increase TCAA membership
- Improve standards
- Provide more work for BAC members and TCAA firms particularly those companies who qualify for the "Trowel of Excellence".

6) Possible Qualifications:

- Only BAC union contractors and IMI contributors (in some form)
- Only TCAA members in good standing
- Financially solvent (benefits paid up)
- Contractor College attendance
- Supervisor certificate
- Safety program certificate
- Equal opportunity employee

This speech was just thoughts on my part and not a commitment from either side. I do believe it was well received. I had hoped they would want to encourage all union contractors to join our association and I think this was achieved.

I again encourage all TCAA members to attend our convention at Lake Tahoe and meet President Flynn and President Calambokidis. I believe we are making progress toward increasing membership with our strategic planning.

Until next time, keep those cards and letters coming.

Vincent P. DeLazzero, II
Second Generation TCAA
President

Contractor College

L³ = Life Long Learning

Why would anyone in a business like ours need to learn anything more about tile and stone? After all, our trade has been around since the pyramids were built over 5000 years ago! The truth is that it is absolutely imperative we keep learning for the survival of our companies. The Egyptians did not have the seemingly limitless selection of materials, the vast combinations of setting and grouting systems, the labor and management issues of today, and my favorite, informational technology (ugh! computers).

That is why programs such as Contractor College and the Supervisor Certification Program (SCP), which have been developed by the International Masonry Institute (IMI), are so important in today's business environment. Both of these continuing education programs can and should be an integral part of any tile contractor's business. The SCP gives your key employees an opportunity to develop into highly skilled, confident and effective foremen and supervisors. Contractor College includes learning modules

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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.

*Tile Contractors' Association
of America, Inc.
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*

STRATEGIC PLANNING UPDATE

Another strategic planning meeting was held in March at Coverings to continue the pursuit of the successor to the TCAA of the past! This time and location are convenient – many of our members attend this show, many of our industry partners are there, and our facilitator Jean Campana is an Orlando resident.

So what did we accomplish? Glad you asked.

Labor is one of the more significant areas for us to concentrate on. Given their resources and their own strategic planning efforts of recent years, IUBAC and IMI are a terrific source of information, cooperative industry advancement, and education for all employment levels of our contractor members.

- We are weaving their strengths into the cloth of our convention, adding new value to our attendees in education. Expose your people to this unique opportunity in Lake Tahoe!
- In addition to the convention opportunities, IMI is excited by the prospect of holding local training for your key employees. We are working on the schedule to launch this program.
- We are exchanging information beneficial to both parties and the industry at an unprecedented rate. Our profiles, jointly and separately, will be elevated.
- We are working on a national agreement that will serve the interests of both parties. Please forward your ideas to the TCAA office to help shape this effort.

Closely associated with the above is our initiative to provide **Certification & Training** for our contractor members and their employees. IMI, along with other sources, will provide some of the educational content our members can use to distinguish themselves in their markets. Elements of this program are already being implemented. The goal is to have this program fully operational in 2007. TCAA will promote the identity of its members as the best trained, most knowledgeable contractors in the industry.

We are actively seeking to **Partner with Other Groups** to broaden our influence and reputation. Here's what's going on:

- Reciprocal links with key industry organizations are on, or going on, our web site. **Mutual recognition and support raises our profile.**
- We are looking for opportunities to double our members' involvement in industry-supporting groups. Know of any way to serve wearing a TCAA hat?
- We will have at least one industry partner present at our annual meetings. **Interaction raises our profile.**
- We are swapping information and getting our name out via articles in the newsletters and publications of other organizations, and encouraging them to contribute to ours.
- TCAA continues to look for ways to share resources with other organizations thereby adding value to our own meetings. **Cooperation raises our profile.**

I haven't even touched on our initiative to involve and empower our manufacturer and distributor friends, the multi-faceted work ongoing to increase membership, the Project of the Year, or the Ambassadors' Program. For more, look for the next issue of this fine publication. We've been busy. We hope it's evident to you.

Best regards,

Les Lippert
Immediate Past President

L³ = Life Long Learning

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that develop management skills in project delivery, business and finance, human resources, technical issues and professional practices. As John Sekora, former TCAA President and graduate of Contractor College has said, "Anyone not attending Contractor College is costing their company money". I do not think the concept of the program can be defined any more clearly than that!

IMI has set up a schedule of education and training events for this fall and winter, which include regional venues in Chicago, Cleveland and Harrisburg, PA. They have also scheduled national programs at Bal Harbour, Florida and most importantly to our members, sessions of Contractor College will be held at our own TCAA convention at Lake Tahoe!

The courses being offered at the convention will be Advanced Field Operations, Project Acquisition and IMI as a Virtual Corporation. An informational mailing will be coming out shortly describing the course curriculums for each event and the meeting times.

What better way to learn and help your company prosper than through the camaraderie and interaction with fellow TCAA members in the educational and social environment provided at our convention? Think of our convention as part of the L³ equation, a lovely lake (Lake Tahoe), a luxurious lodge (The Resort at Squaw Creek) and a little bit of learning (Contractor College). It all adds up to a great time and a great opportunity!

John Trendell, Marble Restoration, Inc.

In Memory

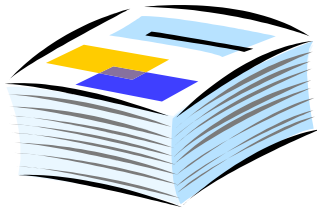
TCAA offers its condolences to the family and friends of longtime members

George I. Lockerbie
Continental Tile & Marble, Inc.

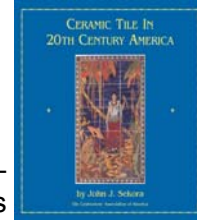
Jack Griffith
Drehmann Paving and Flooring

Ceramic Tile Care Maintenance Instruction Sheets

Ceramic Tile Care Maintenance instruction sheets are now available, free of charge, for all contractor 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.



Ceramic Tile in 20th Century America



This stunning picture-packed book celebrates the heritage of ceramic tile as it traces 100 years of growth, accomplishments and individuals spanning a broad range of tiles, topics and traditions.

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.

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, Dallile 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

Total Amount of Payment \$ _____

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
4 E. 113th Terrace • Kansas City, MO 64114

Convention Program

Sunday September 26

11:00 am-11:00 pm Reno-Tahoe Airport Shuttles 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
Sponsored by TEC
 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 Leadership*
IMI Leadership
 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
Sponsored by IUBAC

Thursday September 30

7:30 am-1:00 pm Shuttle Service to Reno-Tahoe Airport
 7:30 am-8:30 am Board of Directors' Meeting

Ready To Play?

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.

Daltile Nite on the Town— "Ponderosa Ranch"

Travel back in time on Tuesday evening to the Ponderosa Ranch where you can relive the legend of "Bonanza" at the famous Cartwright Ranch House. A buffet dinner will be served and then enjoy the high kickin', sweet singin' Can Can Dancers!

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.

Ready To Learn?

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
 II Mold—What you NEED to Know

Tuesday, September 28

Technical Forum III & IV

III Natural Stone (Methods and Materials)
 IV Heated Floors

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 is July 1, 2004

Be sure to state that you are attending the TCAA convention to get the special room rates.

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