



9300 CONTRACTOR

News from BAC and IMI

By Scott Conwell, International Masonry Institute

IMI hosts Fall Expo Series

The Tile Marble Terrazzo Expo season is upon us, with a five-city tour this fall. Targeted toward architects, designers, specifiers, contractors, and end users of these materials, the Expos are all aimed at creating jobs for BAC tile contractors and craftworkers.

Early variations of the Expo, such as *Ceramic Tile Chicago Style* and New York's *Celebration of Tile*, had proven track records as popular educational programs with local architects and contractors. In Chicago, IMI has held Expos since 1998. In New York and New Jersey, IMI worked with the tile contractors to expand *Celebration of Tile* into *Celebration of Tile, Marble, and Terrazzo*. This year's TMT Expo series includes past venues of; Detroit, St. Louis, Indianapolis, Pittsburgh, New York, New Jersey and Chicago, plus this year's addition, Cleveland.

So what exactly happens at these Expos? Typically held at a centrally located hotel or IMI training center, attendees get a full day of educational seminars, hands-on demonstrations, and material supplier exhibits. IMI offers at least three AIA-accredited learning units which attract the architects.

Industry sponsorship is another selling point. When designers see TCAA, MIA, and NTMA listed as co-sponsors, they know it's a quality educational program. While a benefit of the sessions is the latest, accurate technical information, the most important theme is always the importance of skilled union tile contractors and craftworkers, and the critical role they play in the success of any tile job.

Recognizing that each market has unique needs and players, IMI customizes the content and format of each Expo. For the New York and New

Jersey shows, tile contractors gave away several copies of the TCAA book, and raffled off impressive door prizes to attract New York's finest designers to the October 21 event at the Hilton New York. In Chicago, where contractors want to recognize architects who design beautiful, union-installed tile projects, a lunch program will include presentation of the Skyline Awards and \$5,000 in prizes, sponsored by the local promotional fund. There is still time to catch the Chicago Expo on November 19 or Cleveland Expo on November 23. Be our guest!

For more information on IMI's Tile Marble Terrazzo Expo Series, contact Scott Conwell at sconwell@imiweb.org

STRATEGIC PLANNING UPDATE Post Convention Report

Strategic Planning Update –

Two huge strategic initiatives are underway at TCAA and need your attention!

Scholarship Fund:

Our trial run of the Architectural Scholarship selection process utilizing AIA's applicants and selection procedure resulted in a gratifyingly over-qualified young man by the name of Alejandro Arango of the University of Illinois – Urbana Champaign. Alex is completing his Masters degrees in Architecture and Civil Engineering. He is incredibly accomplished and very well spoken. His remarks at the Dinner Dance and his presence at the convention were deeply appreciated.

This successful test has led us to adapt our policy to partnering with AIA for two scholarship nominees next year, and for the years to come. Our own process for selecting one TCAA member scholar remains unchanged.

An exceptional change has occurred in the past year, with momentum building for the future of the Scholarship Fund. It was decided that the fund be endowed by contributions rather than by Trust Fund income. *(Continued on page 2)*

From the President ...

Dear Ladies and Gentlemen of the TCAA

It is a pleasure to write this message after having enjoyed such a wonderful convention! I think we should applaud our event planners, Patty and Carole for their flawless performance. The food, the hotel, the events..... they even arranged for perfect weather! They will have a difficult time outdoing this convention next year in Puerto Rico, but I think they are up to the task. I thought DalTile Nite was magical. As we soared off into the night on the tram and arrived at 8,00 feet it felt like we were overlooking the world.

The convention itself had this new cliché word “Synergy”. I felt excitement and enthusiasm in the air. I think it was wonderful that John Flynn, President of IUBAC, and Joan Calambokidis, President of IMI spoke at our gathering. I believe a real partnership is in the making. Our new “Trowel of Excellence” company certification program was received well and is on its way. I have been asked to address the IUBAC Council on November 4th in Washington and we have our first committee meeting on November 9th in Orlando.

I think that it is imperative that we remain steadfast and relentless in making the “Trowel of Excellence” a reality. This success will add importance to our membership. We will truly become the “Elite 100”, the most qualified tile contractors on the planet! I may sound a little dramatic perhaps, but we need to add some substance to our organization. I will keep you abreast of our progress. Until then, keep those cards and letters coming.

Vincent P. DeLazzero, II, Second Generation TCAA President

STRATEGIC PLANNING

(cont. from page 1)

This year, the New York/New Jersey, Detroit, and Minneapolis local tile contractors associations made contributions to fund the scholarships. We can not thank them enough for their generosity and leadership on this issue.

What we can do is to emulate their example! We are proud to tell you that, as of the annual meeting of the Milwaukee Tile Contractors Association held in early October, an additional \$2,000 will be contributed to the Scholarship Fund for 2005. The size of additional contributions is currently being considered by their Board of Directors.

We will be actively seeking contributions from any and all sources to endow this fund and to continue to grant scholarships for those deserving students of architecture and from TCAA's own family. If you can help, contact the staff of TCAA.

Suppliers' Council:

Another great accomplishment at the convention was the launching of this

forward looking strategic initiative. We identified an untapped resource of knowledge, experience, and passion in our suppliers and exhibitors through our strategic planning process. An idea to involve them in the day to day life of TCAA evolved into a formal committee with actionable guidelines, an election of five committee members including a chairperson, and the ability to shape and influence TCAA's future.

We need to thank the suppliers for their enthusiastic support of TCAA and this strategic initiative, and their Council's five able representatives:

- John Turner, Sr. (*Chair*) / DalTile 3 year term
- Mike Granatowski / Mapei - 2 year term.
- Eric Edelmayer / Noble - 3 year term.
- Ed Metcalf / Laticrete - 2 year term.
- Michael Magallanes / Aquamix 2 year term.

Given our past experience with having John Turner involved in our strategic planning and the obvious commitment of the other four gentlemen, the TCAA leadership is excited by the possibilities this realized strategic initiative brings to the organization.

There were certainly other accomplishments, including a convention with the richest content of any in the recent past, thanks in large part to our suppliers and the IMI. This is still only the beginning!

Next year's convention will be a further refinement of this recent excellent convention. We hope you will find the opportunity to join us in Puerto Rico.

Keep an eye out for this column in coming issues. We will detail other strategic initiatives and their status, and tell you how you can be involved in shaping the “new” TCAA.

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

TCAA PRESENTS PROJECT OF THE YEAR AWARDS

During the Dinner Dance at this year's convention, TCAA honored outstanding projects in both Commercial and Residential tile installations. The Project of the Year winners are:

Commercial Category

1st Place was awarded to Williams Tile & Marble (St. Louis, MO) for its Renaissance Grand Hotel Project. This project involved installation of ceramic tile during renovation and expansion of a 24-floor, 80-year old historic hotel building in downtown St. Louis.



General Contractor for the project was Alberici Constructors. Project architect was Brian Till with RTKL Associates. For more information on this project, contact Steve Williams at 314-878-8453.



Steve Williams accepts his award from Vincent DeLazzero and Project of the Year Committee Co-Chair Al Grazzini

2nd Place was awarded to Boston Tile & Terrazzo (Detroit, MI) for its New Anchor Bay High School Project. This project involved installation of 60,000 square feet of 12x12 porcelain tile in several colors and patterns throughout the structure. General Contractor for the project was Barton Malow Co. Project architect was TMP Associates. This project was also awarded the IMI Detroit and National Best Commercial Project of 2003. For more information on this project, con-



Bud Mularoni accepts his award from Vincent DeLazzero and Al Grazzini



tact Bud Mularoni at 313-535-7700.

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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Residential Category

1st Place was awarded to Selectile of California, Inc. (El Monte, CA) for its Ledges at Turtle Ridge model homes. This project involved tile installation in three model homes ranging in size from 2,650 to 3,200 feet. General Contractor for the project was Richmond American Homes. Project architect was Robert Hidey Architects and Project Designer was Pacific Dimensions. For more information on this project, contact Ron Schwartz at 626-401-9978.



From left; Greg Gerber and Ron Schwartz of Selectile of California, with Vincent DeLazzero and Al Grazzini



2nd Place was awarded to Williams Tile & Marble (St. Louis, MO) for its Lefkowitz Residence project. This project involved remodel of a master bath and kitchen. The kitchen area encompassed three rooms with differing floor elevations that were merged to form one large area with a single elevation. General Contractor for the project was Markway Construction. Project architect was Paul Doerner of Lawrence Group. For more information on this project, contact Steve Williams at 314-878-8453.

An award for **Technical Merit** was also presented to Trostrud Mosaic & Tile Co. (Wood Dale, IL) for its ceramic tile installation at Marsh Supermarket in Noblesville, IN. This project involved installation of wall and floor tiles in varying colors and patterns covering 45,000 square feet of floor space. The installation was accomplished in a two-day window to allow for timely opening of the store. Trostrud Mosaic & Tile Co. served as General Contractor on the project. The project architect was April Hensley of Leech & Hensley Architects. For more information on this project, contact Mike Malizzio at 630-595-3700, Ext. 13.

Projects completed in 2002 or 2003 were eligible for the awards. Projects were reviewed by an independent panel of judges and ranked on the basis of technical and artistic achievement. Entries not receiving awards this year will be automatically re-submitted for the 2005 competition.

TCAA CONVENTION 2004

What happens when 134 members of the TCAA family get together for a convention?

E d u c a t i o n



Larry Darling presents at IMI Contractor College



Technical Forum panelists answer questions from audience



Scott Conwell (IMI) speaking at the Wednesday luncheon



John Sekora with 2004 Architectural Scholarship winner Alejandro Arango



From left: Al Grazzini (POTY Committee Co-Chair) and POTY Winners; Steve Williams, Ron Schwartz and Bud Mularoni,

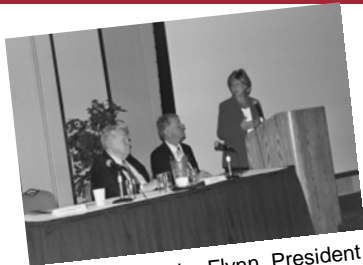
Recognition



John Sekora receives the 2004 Carl V. Cesery Award from TCAA President, Vincent DeLazzero

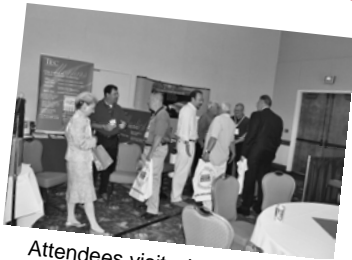


Bob Smyth congratulates Chris Erath on winning the Women's Longest Drive in the golf tournament.



From left, John Flynn, President IUBAC, Vincent DeLazzero and Joan Calambokidis, President IMI

Networking



Attendees visit with Exhibitors in Exhibit Hall during a break.



Daltile Nite attendees had a "high" time at High Camp



Mike and Karen Maiuri are ready to party at the annual dinner dance.

And lots of fun



Past TCAA Presidents prepare to carry the flag in before the Dinner

BY THE NUMBERS

2004 Convention Attendees

| | |
|------------------------------------|-----|
| Contractor Members & Families | 85 |
| Tours Taken | 82 |
| Exhibitors and Spouses | 39 |
| Golfers | 34 |
| Sponsors | 31 |
| Past Presidents and their families | 20 |
| First Timers and Spouses | 16 |
| Cesery Winners and their families | 9 |
| Attendees Who Had A Great Time | 134 |

2005 Convention in Puerto Rico

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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".

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.

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.

'Flint Faience Tiles A-Z'

One of the newest tile books on the market is 'Flint Faience Tiles A-Z' - which is being sold through the Tile Heritage Foundation. The book has several references to the TCAA (Tile & Mantel Contractors' Assoc. of America), our old newsletters (Keramic Tile Journal), and our 100th anniversary book (Ceramic Tile in 20th Century America). If you are interested in more information regarding this historic book on ceramic tile from 1921 - 1933, please call The Tile Heritage Foundation at 707-431-8453

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 forms are available online at: www.tcaainc.org or call TCAA at 800-655-TILE.**