



# 9300 CONTRACTOR

## STRATEGIC PLANNING

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

As I was going through old TCAA records of mine the other day, I found the original "vision document" written in January 2002 to describe what I thought were the two extremes possibilities for TCAA at the time. (I'm happy to say the worst case scenario did not play out due to Board proactivity.) It was interesting to reflect on the reaction of the Board of Directors at the time. What a great meeting that was. Thankfully for the membership, that Board grabbed the idea and ran like crazy; and is yet to stop.



Significantly, Jean Campana was hired to facilitate our strategic planning meetings. Jean is a highly accomplished and very experienced facilitator from Orlando, and has made a world of difference to TCAA through her guidance of the Board.

For perspective, it's appropriate to take inventory. Consider what has happened since then:

- Transitioned from the previous association management firm to our current team, Patty & Carole.
- Redefinition of the association manager's role.
- Stabilization of our financial condition.
- Identification of Association strengths and weaknesses, and opportunities and threats.
- Undertaking the recasting of our relationship with **IUBAC**; a process that continues in our next meeting with them in Bal Harbor on December 2<sup>nd</sup>.
- Solidification of our relationship with **IMI** into a growing partnership in education and certification. (**Contractor's College** at conventions is very popular and FREE.)
- Conception and launch (in October in Puerto Rico) of the **TCAA Trowel of Excellence** certification initiative designed to qualify and quantify TCAA contractor members' value to the industry we serve.
- Interacting with many other industry groups to spread our influence, and to seek out new relationships.
- Conception and launch of the **Suppliers' Council** to more fully engage the knowledge and commitment of our excellent partners from the manufacturing and distribution side. (This group, along with IMI, continues to have a huge impact on the educational content of our conventions.)

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## NEWS FROM BAC AND IMI

*By Scott Conwell, International Masonry Institute*

### Tile Expos Provide Architectural Education

In October, IMI held the annual *Celebration of Tile, Marble, and Terrazzo* program in New York City. Eugene Kohn, Chairman of Kohn Pedersen Fox Architects, was one of many prominent architects who attended. "This was an excellent program," commented Kohn, who particularly enjoyed the seminar on Stone. After the seminars, the New York/New Jersey Tile Promotion Fund sponsored a cocktail reception and door prize drawing for the architects.

In November, Chicago held its eighth annual *Tile Marble Terrazzo Expo*, attended by architects, interior designers, and contractors. The Chicago Tile Institute sponsored the Skyline Awards for Tile Design, honoring the city's top union-built tile projects with \$5,000 in cash awards.

The speakers at each of the expos covered a balance of design and technical information on tile, terrazzo, and stone. Eric Astrachan, Executive Director of TCNA, presented an overview of the TCNA Handbook similar to his presentation at the TCAA convention. Technical representatives from Tile & Marble Supply and IMI spoke on the evolution of terrazzo. Finally, nationally renowned architect Jeanne Gang, AIA, and IMI Special Projects Coordinator Matthew Redabaugh co-presented a case study on their award-winning Stone Curtain project at the National Building Museum's Masonry Variations exhibit. Architects at the Expos were also treated to a brief overview of TCAA's new Trowel of Excellence program.

Besides providing education sessions for designers, the *Tile Marble Terrazzo Expos* promote the use of union-installed tile. Participants see examples of the fine craftsmanship of union-built projects, they learn about IMI training programs, and by the end of the program they have realized the value provided by a union tile contractor

*For contractors with a particular training need, whether it involves implementing a program from scratch or upgrading existing training, all it takes is one call: 800-JOBS-IMI.*

*TCAA members and designers working with them should direct technical inquiries to IMI at our website ([www.imiweb.org](http://www.imiweb.org)) or by calling 1-800-IMI-0988.*

## HAPPY HOLIDAYS!

The Board of Directors and staff of TCAA would like to wish all of our members and friends a Happy Holiday and a very prosperous 2006!



## FROM THE PRESIDENT

Ladies and Gentlemen: opportunity

"Gurgle... gurgle..." I am still trying to get out of all the water we had in Puerto Rico. Despite all the rain, I thought we had a fantastic TCAA convention. Some lucky people had 2 showers, one in the bathroom and one in the bedroom! Oh well, all that rain meant you were able to attend our meetings. See there is a silver lining in every cloud (no pun intended).

I think our event planners did their usual outstanding job. The food was good, the meeting rooms were close and cozy, and the closing banquet was wonderful. This dinner provides many things for our group. It is a celebration and an occasion for us to enjoy each other's company after the business we all participated in. It provides the outgoing president an opportunity to openly express his gratitude to the members and outstanding directors who helped him and the organization. It is a time we can welcome in the new president and officers, it makes available the opportunity to acknowledge those who have contributed to us in the past. At the dinner, project awards and scholarships are acknowledged, offering us another opportunity to congratulate and encourage with the hope of future accomplishments.

The closing dinner banquet is a gathering of good friends with very similar business' from all over the nation who get a chance once a year to "talk about it". I know for me the night of our closing dinner banquet was an emotional one. I had a chance to tell everyone what an honor it was to serve with such a great board and be a second generation president for the TCAA. I strongly urge future boards to continue the tradition of having our dinner on the last night. It brings "closure" and "completion" to our convention.

I would also like to include a few comments concerning our scholarship program. It has been a great success and will continue to be with your support. What better legacy for the contributor and TCAA than to support our own. The future depends on it. The scholarship committee chair, Les Lippert, will develop a program in which contributors will be acknowledged at our scholarship presentations and in all our future convention programs.

On another note the "Trowel of Excellence" applications have been distributed and the certification process has officially begun. It is extremely important for us to fill out the application and do our best to qualify.

I am about to embark on an effort to secure support from architects, contractors and unions, to help you get more business. However, without qualified Trowel of Excellence members I will not have much of an agenda. If you do not understand the importance of this to you or you think this process of qualifications is not fair or appropriate, I urge you to call me or another board member to discuss your concerns.

In December I will be meeting and speaking to BAC. I have been engaged to speak at the Coverings show in the spring. IMI and Scott Conwell are marketing and trying to set up meetings for us to speak to architect groups. I think the "importance and relevance" to your tile company will become apparent and obvious. This is a "boat" you should be jumping into with both feet. The board will help you and guide you, but you must take the first step. The board has asked to me to continue to chair the Trowel of Excellence Committee

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and I will report to you our progress in future newsletters.

In closing my final president's message, I wish Mike Maiuri much success and I think he will do a wonderful job. It has been a pleasure to be on this board for 10 years and I look forward to my last two. I leave you with this final Vinny DeLazzero quote which may become famous (HA!):

*"The Tile Contractors Association of America is better today than it was yesterday, but not nearly as great as it will be tomorrow." VPD 11/18/05*

Vincent P. DeLazzero, II  
Second Generation President

## TCAA ELECTS OFFICERS AND DIRECTORS

At the annual contractor business meeting held during the recent TCAA convention, election of officers and directors was conducted. The following officers and directors were elected to serve two-year terms beginning January 1, 2006:

**President-Elect:**

Jerry Leva, Sr., E.G. Sackett Co., Inc. (New York)

**Treasurer:**

John Trendell, Marble Restoration, Inc. (Ohio)

**Director:**

Jennifer Panning, Artisan Tile, Inc. (Michigan)

**Director:**

Ron Schwartz, Selectile of California (California)

In accordance with the TCAA bylaws, current President-Elect Michael Maiuri of Shores Tile (Michigan) becomes TCAA's new President and will serve a two-year term. Outgoing President Vincent P. DeLazzero, II of Port Morris Tile & Marble (New York) will continue to serve on the board in the capacity of Immediate Past President. Directors with one year remaining on their terms include: Al Grazzini, Grazzini Brothers (Minnesota) and Steve Williams, Williams Tile & Marble (Missouri).

## THE PRINCE OF WALES ACCEPTS VINCENT SCULLY PRIZE

The National Building Museum presented its Vincent Scully Prize to His Royal Highness The Prince of Wales. The Museum's Prize recognizes The Prince's well-known advocacy on behalf of the built environment and his charities that support work related to urban design. The Prince was accompanied by his wife, The Duchess of Cornwall, and the visit to Washington marked their first to the United States as a royal couple.

The ceremony in the Great Hall of the National Building Museum featured a talk by His Royal Highness, focusing on His belief that more should be done to create urban areas with human scale that encourage a sense of community and pride of place, thereby helping to alleviate social problems such as vandalism and social exclusion. His talk was preceded by opening remarks by Chase Rynd, executive director of the Museum, a tribute speech from former Scully Prize recipient Elizabeth Plater-Zyberk, and a presentation of the Prize by Vincent Scully.

"The Scully Prize, established and administered by this magnificent National Building Museum, represents the recognition and

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## STRATEGIC PLANNING UPDATE

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- The newsletter and website are improved and timely for better communication with you.
- A **First Timer** program was implemented for new attendees at our convention that welcomes them into our close knit group and, hopefully, induces them to return the next year.
- The **Project of the Year** program was reintroduced to recognize the fantastic work our members do.
- Standing committees were streamlined with sharper focus on specific strategic initiatives.
- Revamped Scholarship Program now allows **tax deductible contributions** to ensure the viability of the program and our continuing partnership with the AIA Scholarship Committee.

All of these initiatives continue as part of our changing, growing TCAA. Many of them have already been absorbed into our culture permanently. Each one consists of many past actions and present activities. This list will be analyzed, refined, and augmented through the efforts of the Board and the Strategic Planning Committee at their January meetings.

It is important that you know the people behind this massive undertaking. Here are the names of those key people involved at various times over the past three years:

There will be a new author on Strategic Planning in 2006, so it is important to take the opportunity to tell you how fantastic this group of people has been to work with. They are committed to TCAA, hard working, honest and fair, and very, very smart. They are responsible for the progress we've made so far, and for the continuing improvement of this important organization. Please support and assist them in any way you can.

Vincent DeLazzero  
Mike Maiuri  
Jerry Leva  
John Trendell  
John Sekora  
Al Grazzini  
Doug Taylor

Steve Williams  
John Turner, Sr.  
Scott Erath  
Bob Michielutti  
Patty Nolte  
Carole Damon  
Jean Campana

In 2006, I will be writing regularly about one of our initiatives begun by John Sekora; the Scholarship Program. And, I'll look forward to your interest in, and support of, this important act of "paying forward" to the next generation in acknowledgement of the benefits we received ourselves from our predecessors.

Best regards, as always.  
Les Lippert  
Past President

9300 Contractor is a bi-monthly publication of the Tile Contractors' Association of America, Inc. To submit an article or story idea, contact us by phone, fax or e-mail. TCAA is a membership-based organization serving the needs of the Ceramic Tile industry since 1903. Annual membership dues for active contractors and suppliers are \$800 (payable in quarterly installments of \$200), \$75 for retired suppliers, and \$25 for retired contractors.

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## PRINCE OF WALES ACCEPTS VINCENT SCULLY PRIZE

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and gratitude that many citizens of this country have long held for His Royal Highness's courage, wisdom and leadership. While his person may have been away from this land, his spirit and his hard work long have been felt here: relevant, encouraging, and influential indeed!" said Ms. Plater-Zyberk. Mr. Scully warmly praised The Prince, "You have courageously revived, defended, and sustained the most humane principles of British and American architecture and town making."

Prior to the Prize ceremony, the royal couple toured the two exhibitions organized by The Prince's Foundation for the Built Environment and The Prince's School of Traditional Arts. Dr. Khaled Azzam, director of The Prince's School of Traditional Arts, and Hank Dittmar who is chief executive of The Prince's Foundation for the Built Environment, as well as chairman of the Congress for New Urbanism, were on hand to discuss the exhibitions with the royal couple and gathered guests.

The Foundation's exhibition, titled *Civitas: Traditional Urbanism in Contemporary Practice*, considers the principles underpinning the traditional urbanism movement by showcasing 16 groundbreaking examples of urban development from around the world. The exhibition illustrates the challenges, solutions, and methodologies of these projects and how they can provide the key to turning government policy for future developments into the reality of flourishing settlements. Projects are represented by models, photographs, and drawings.

The second exhibition, *A Building Tradition: The Work of The Prince's School of Traditional Arts*, presents exemplary works created by students, staff, and alumni of The Prince's School of Traditional Arts. The exhibition includes mosaics, stained glass, architectural drawings, ceramics, and more. The school's curriculum includes courses in geometry, Islamic architecture, icon painting, tilemaking, Islimi/Arabesque, stained glass, and mosaic craft. The school has also developed outreach programs for Muslim communities and younger people in particular — both in the United Kingdom and in Muslim countries — establishing vocational courses to teach craft and building links with universities and other institutions, especially in the Arab and Asian worlds.

The National Building Museum established the Vincent Scully Prize in 1999 to recognize exemplary practice, scholarship or criticism in architecture, historic preservation, and urban design. It is named after Professor Vincent Scully, to honor his work and extend his legacy. Scully is the Sterling Professor Emeritus of the History of Art at Yale University and Distinguished Visiting Professor at the University of Miami. He was the first prize recipient and has been followed by Jane Jacobs, Andrés Duany and Elizabeth Plater-Zyberk, Robert Venturi and Denise Scott Brown, and His Highness the Aga Khan. The Prince of Wales is the sixth recipient. A jury composed of Chairman David Schwarz, Carolyn Brody, chair of the Museum's Board of Trustees, Robert Peck, Samina Quraeshi, and Robert A. M. Stern selects prize laureates.

Celebrating its 25th anniversary in 2005, the National Building Museum is America's premier cultural institution dedicated to exploring and celebrating architecture, design, engineering, construction, and planning. Chartered by Congress in 1980 and open to the public since 1985, the Museum has become a vital forum for exchanging ideas and information about the built environment through its exhibitions, education programs, and publications.

## AQUA MIX LAUNCHES NEW WEBSITE

(Corona, California) – Aqua Mix, the industry leader in delivering innovative products for stone, tile, masonry, and grout, proudly announces the launch of its new website located at [www.aquamix.com](http://www.aquamix.com). The new website provides simple, effective solutions for the care and protection of stone, tile, and grout surfaces.

The new website is designed to be a more user-friendly resource with information on the site reorganized and updated into a more intuitive format. The home page shows two clear distinctions for entering the site—one is for home users of Aqua Mix products and the other is for professional users of the products. The For Professionals section of the website contains more technical information about the products as well as additional, industry-related resources that are helpful for the professional user of Aqua Mix's products.

Features of the new site include Aqua Mix's Surface Finder, which helps a user identify their surface and then matches the surface to the proper products and care regimen. Another feature of the new site is the Resource Center, which is designed to provide easy access to care and maintenance recommendations, frequently asked questions, tips, industry information, and more. Aqua Mix is dedicated to providing exemplary service to its customers around the globe and the Resource Center is always available to provide information and answers when the Aqua Mix Technical Service phone lines are closed.

The new website is part of an ongoing corporate image campaign that offers an energizing change and steadfast commitment to the future, while maintaining the Aqua Mix heritage and reputation in the industry.

For more information about any Aqua Mix product, contact your local Aqua Mix representative or visit the Aqua Mix website at [www.aquamix.com](http://www.aquamix.com). Our Technical Service Hot Line (877/278-2311) is open Monday through Friday from 6:00 a.m. to 4:30 p.m. and Saturday from 7:00 a.m. to 12:00 p.m. Pacific Time.

## 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.

## 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](mailto: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](mailto:info@tcaainc.org) or fax it to (816) 966-1027.

## 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".