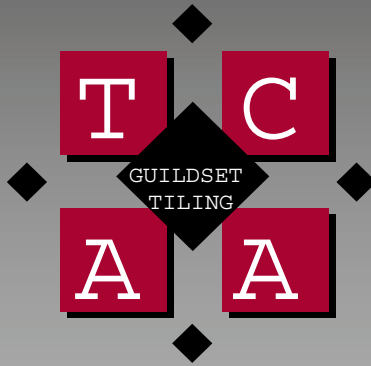


# 9300 CONTRACTOR

Fourth Quarter 2006



## Highlights and Events

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Visit our website at  
[www.tcaainc.org](http://www.tcaainc.org)

## MESSAGE

### FROM THE PRESIDENT

**T**his fall, the TCAA held its 98<sup>th</sup> annual convention in San Francisco. Our diverse content this year had attendees busy throughout our convention.

We ventured out of the hotel on Sunday afternoon, crossing the Golden Gate Bridge, to visit the Viansa Winery for a tour and lunch. This wonderful event was sponsored by Laticrete. The Tile Heritage Foundation led us on a remarkable Historical Tile Walking Tour at the Marina District. Thank you to Selectile of California and Williams Tile & Marble for sponsoring this most informative event.

I would also like to take this opportunity to thank all of our convention sponsors and advertisers. The TCAA Board and membership appreciate your support.

This year's convention educational sessions were composed of courses for the IMI Contractor College and a Learning Exchange for Architects and Designers for accredited continuing education. Patti Fasan, one of our industry's most dynamic speakers presented a very powerful motivation speech on the use of upgraded ceramic tile through out our homes and business's.

Our traditional Dal-Tile Night on the Town was held "on the Wharf" overlooking the San Franciscan Bay. What a great dinner party it was.

We capped off our convention with a dinner dance where the first inductees of the Trowel of Excellence were acknowledged with awards and pins. We also awarded the prestigious Giacomo DeLazzero Lifetime Achievement Award to Robert Smyth for his years of service to the TCAA.

Next year, our convention will be at the Venetian Hotel in Las Vegas, Nevada. The Venetian is an excellent hotel for our convention. And I hope you will mark your calendars in 2007 to join us.

Michael Maiuri, TCAA President

2006 TCAA President



Michael Maiuri

# Committee UPDATES

## TCNA Handbook Committee Goes Into Overtime

As Eric Astrachan, Executive Director of the Tile Council of North America, looked over the podium at the gathering members and gallery for the TCNA Handbook Committee Meeting, he realized he was in for a long night. It was now an hour and a half past the scheduled time for the two day event to end and he could tell nobody else was going to leave until the remainder of the agenda was covered.

It became apparent early on that just about every page of the 2007 TCNA Handbook, due out in the first quarter of 2007, should be reviewed. Not only did the newest approved installation procedures need to be added, but nearly every installation method listed was gone over with many receiving minor text changes to modify some of the existing language to clearly identify recommendations from requirements.

In the past, the purpose of the handbook was to be used as a guideline to approved and tested methods of installations. Today however, with increasing construction defect litigation, the handbook has become a legal document and thought of as a bible in the tile industry, and used as such as a tool by the legal profession.

One focus was to make the wording of similar procedures or requirements more consistent. Since different installation methods have been added at two year intervals for decades, there are many instances where similar procedures or requirements are worded differently. These are mainly text changes and do not change the methods themselves.

There are several instances in which slight details of the illustrations are being modified to provide greater clarity and consistency to the corresponding installation method as these too had been submitted in different intervals.

The reference to L/360 has been eliminated from each of the methods and replaced with a reference to the Notes/Definitions section of the handbook. There is a lot more emphasis for the architect to be responsible for designing and specifying based on load considerations.

The term "membrane" has been clearly defined to the type of membrane as it relates to each procedure. Some specifics which may go against the actual products contractors may use such as

*(Continued on page 3)*

## ANSI REPORT

After several years, a revised ANSI document is now available for order through the Tile Council of North America (TCNA). This latest version has been re-formatted in an effort to be more user friendly. Some of the new standards included in this revision are glass tile and anti-fracture membrane.

Language regarding deflection remains an issue that could not find unanimous support within the committee and therefore is not included in this revision.

You have an opportunity to participate in revising/adding information to this nationally recognized document by submitting changes to your TCAA Representatives.

Chris Walker  
TCAA ANSI Representative

## \$8,000 Worth of Sense

I believe whole-heartedly in our organization and would not hesitate to ask any qualified tile contractor to join our association. We offer a partnership with tile companies that enhances the skills of their craft workers, the acquisition of technical knowledge, support from others in the business, and adds to the professionalism of high caliber companies.

But let's face it, we all have unbelievable demands on our time. An investment in any organization has to make sense in terms of our business. In my company's case, it made 8,000 dollars worth of sense just last year! Through a member contractor, we were able to save on a material buy.

Joining TCAA does make sense for all the reasons I have mentioned. Please see our website, [www.tcaainc.org](http://www.tcaainc.org), talk to any of our member contractors, or give our association office a call at, 800-655-TILE. TCAA is one of the best "business" decisions I have ever made.

*Submitted by:  
John Trendell of Marble Restoration, Inc.*

# NEWS FROM BAC AND IMI

## EMBRACING CHANGE IN THE TILE INDUSTRY

In an unprecedented event, all major associations and organizations in the ceramic tile industry came together for a two-city educational conference entitled Embracing Change in the Tile Industry. The program was spearheaded by the International Union of Bricklayers and Allied Craftworkers (BAC), the International Masonry Institute (IMI), the Tile Contractors Association of America (TCAA), and the National Tile Contractors Association (NTCA). The fall conference was presented in Indianapolis and Chicago, and was targeted toward designers and contractors wanting to raise the level of quality in their tile designs and installations.

Change was the theme of the program, and the presenters were selected for their ability to address this topic. Patti Fasan, sponsored by Tile of Spain, spoke on Tile Trends, Technology, and Myths. Her presentation discussed recent research, development, and innovations in manufacturing and installation technology that have drastically changed ceramic tile and spurred tremendous growth in the industry. Eric Astrachan and Stephanie Samulski of TCNA presented Changes to the TCNA Handbook. Designer Michael Johnson, sponsored by Ceramic Tiles of Italy, discussed elevated floor systems, ventilated façade systems, and large format porcelain tile.

There was also a panel discussion where industry experts brought their unique perspectives to hot issues of today. Panelists included TCAA member John Trendell, John Mason of BAC, Scott Conwell of IMI, Bart Bettiga of NTCA, and Eric Astrachan of TCNA. There was no shortage of questions from the audience, who brought up issues such as training and certification, quality assurance, jobsite communication, and causes of failures. The format allowed ample discussion of TCAA's Trowel of Excellence certification program and met with positive reaction from the audience. The comprehensive training provided by IMI and BAC also stood out as setting the standard in the industry.

With nearly 400 attendees and many great evaluation comments, the program was successful in reaching a broad audience with the information and insights they need to know. Embracing Change in the Tile Industry marks the first time these organizations have done a joint program, and many attendees expressed their gratitude for the cooperation.

*Contributed by: Scott Conwell,  
AIA International Masonry Institute*

## In Memory

It is with great sorrow that we announce the deaths of two members of the TCAA family.

Al Luisa of GOAL Enterprises (New York) passed away on November 1. Al was a longtime member of TCAA.

Jackie Maiuri, mother of TCAA President Michael Maiuri, passed away on November 21.

## TCNA Handbook Committee

*(continued)*

15lb Roofing Felt is to be replaced by "Cleavage Membrane" and the specific reference to caulking or silicone to be changed to "Flexible Sealant".

In other circumstances, changes have been made to clearly mark the maximum joist spacing and references to plywood thicknesses (the nominal  $\frac{3}{4}$ " was changed to 23/32 in order to be more specific and consistent with the vast majority of the details. Some of the big changes that were approved was for the installation over a 14 day cured slab "young concrete" with the use of an uncoupling membrane, the approval of the epoxy spot bonding of tile in interior dry areas over masonry or concrete and separating the Cementitious Backer Units from the Fiber Cement Underlayment at exterior locations.

After filling an eight hour first day session and a twelve and a half hour daylong meeting to end the second day, the conference was adjourned.

Changes to the definitions of wet areas have already been submitted to be reviewed and possibly implemented in the 2009 TCNA Handbook. These changes as proposed now will create four different levels of wet area definitions. There was also talk of re-visiting the Steam Room procedures and method from what is now in the handbook. Any input or ideas should be submitted to your TCAA representatives Chris Walker or Ron Schwartz.

*Submitted by Ronald M. Schwartz  
Contributions from  
Stephanie Samulski-Tile Council of  
North America*

# Convention Highlights

The 98<sup>th</sup> Annual Convention of the Tile Contractors' Association of America (TCAA) held October 1 – 4, 2006, in San Francisco, focused on education and recognition of professional excellence.

New this year at convention was the Learning Exchange, a program of multiple AIA CEU credit sessions conducted by TCAA Supplier Members. With the launch of the Trowel of Excellence certification program, TCAA is committed to showcasing to architects the benefits of craftsmanship and professional installations offered by its members. In 2006, seven companies were certified in the Trowel of Excellence program and were recognized at the Wednesday evening dinner.



Patti Fason of Professional Attention to Tile Installations was the keynote speaker for the Learning Exchange, followed by sessions conducted by Custom Building Products, Laticrete International, Noble Company and Schluter Systems.

This year's convention was not just about work! Laticrete International hosted a tour, tasting and luncheon at the Viansa Winery in beautiful Sonoma Valley. Many of the attendees enjoyed a relaxing walking tour of the Marina Historic Tile District hosted by Joe and Sheila Taylor of the Heritage Foundation. On Monday evening, Daltile Corp. sponsored Dal-Tile Nite on the Wharf, which included the world-renowned cuisine of the historic Franciscan Restaurant. And, last but by no means least, Wednesday night was an evening of dinner and dancing sponsored by IMI and IUBAC.



TCAA President, Mike Maiuri and daughter Mackenzie kick up their heels at the dinner dance.



Ron and Aida Schwartz arrive for dinner and dance.

## Thank you!

We would like to take this opportunity to recognize and thank our convention sponsors and advertisers.

Crossville, Inc.

Custom Building Products

Daltile Corp.

Detroit Ceramic Tile Contractors Assn.,  
(Great Lakes Tile Council)

IMI

IUBAC

Laticrete International

MAPEI

National Applied Construction Products

Noble Company

Schluter Systems

Selectile of California

Tile of Spain

Williams Tile & Marble, Inc.

*Please thank them for their contributions by supporting their products*



## GIACOMO DELAZZERO LIFETIME ACHIEVEMENT AWARD

Robert L. Smyth of Bellevue, Washington was the third recipient of the association's highest recognition. Since Bob's first introduction to TCAA in 1963, he has played an active role in the association and the tile industry. From 1963 when he was appointed to serve as director of the Western States (Washington, Oregon, Montana, Idaho and Alaska) to present time serving as Chairman of the Board of Trustees, Bob has made tremendous contributions to the tile industry. During his many years of service Bob has served as TCAA President (1974-1975), was active in the Seattle Tile Contractors' Association, served as mentor of the Seattle Tile Contractors' Health and Welfare Fund, chaired the Seattle area Joint Arbitration Board and as a member of the Seattle Construction Council, acted as liaison between the sub-contractors and contractors.

TCAA presented its first lifetime achievement award in 1999 to Giacomo DeLazzero. In further recognition of Mr. DeLazzero's achievements, this award was renamed the Giacomo DeLazzero Lifetime Achievement Award in 2002 and presented to Eugene F. Grazzini, Sr.

## Trowel of Excellence Companies

The inaugural group of Tile Contractor Companies who earned the Trowel of Excellence certification was also recognized at convention. The Trowel of Excellence is recognition that a Tile (stone) installation member company performs the highest level of quality installations and is committed to the betterment of the Tile Industry. The Trowel of Excellence certification program was introduced at the 2005 convention and seven companies completed the certification process in 2006. They are:

### **Artisan Tile & Marble Co. of NJ, Inc.**

John J. Sekora, CEO  
468 Elizabeth Avenue  
Somerset, NJ 08873-5200  
(732) 764-6700  
E-Mail: Info@ArtisanNJ.com

### **Eugene G. Sackett Co., Inc.**

Gerard Leva, Sr., CEO  
454 Lee Road, P.O. Box 60976  
Rochester, NY 14606  
(585) 647-3250  
E-Mail: senior@egsackett.com

### **Lippert Tile Company, Inc.**

Les Lippert, President  
N89 W14260 Patritra Drive  
Menomonee Falls, WI 53051  
(262) 437-9300  
E-Mail: lesl@lipperttile.com

### **Port Morris Tile & Marble Corp.**

Vincent P. DeLazzero II, CEO  
1285 Oak Point Avenue  
Bronx, NY 10474  
(718) 378-6100  
E-Mail: vdelazzero@portmorrilstile.com

### **Selectile of California, Inc.**

Ron Schwartz  
12432 Exline Street  
El Monte (Los Angeles), CA 91732  
(626) 401-9978  
E-Mail: ron@selectile.com

### **Shores Tile Co., Inc.**

Michael Maiuri, President  
29975 Little Mack  
Roseville, MI 48066  
(586) 293-5540  
E-Mail: m\_maiuri@shorestile.com

### **Williams Tile & Marble, Inc.**

Stephen Williams, Vice President  
39 Worthington Access Drive  
Maryland Heights, MO 63043  
(314) 878-8453  
E-Mail: swilliams@williamstile.com

# Convention Recognitions

## 2006 PROJECT OF THE YEAR WINNERS

TCAA recognized the following companies for outstanding achievement in ceramic tile installations. Entries were judged by an independent panel of experts on the basis of technical and artistic merit. Awards were presented in two categories as follows:

### **1ST PLACE COMMERCIAL PROJECT:**



Cathedral of the Blessed Sacrament  
Fischer Tile & Marble  
Contact: Jay Fischer  
(916) 452-1426

### **2ND PLACE COMMERCIAL PROJECT:**

Sinai Educational Campus, Detroit Public Schools  
Marble Restoration, Inc.  
Contact: John Trendell  
(419) 691-7535



### **1ST PLACE RESIDENTIAL PROJECT:**



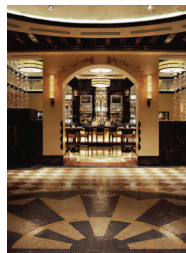
O'Hara Residence  
Williams Tile & Marble  
Contact: Steve Williams  
(314) 878-8453

### **2ND PLACE RESIDENTIAL PROJECT:**

Dan McGinnis Custom  
Fischer Tile & Marble  
Contact: Jay Fischer  
(916) 452-1426



### **TECHNICAL MERIT:**



Café Grand Lux  
Port Morris Tile & Marble  
Contact: Vincent P. DeLazzero, II  
(718) 378-6100

*For detailed descriptions and more photos of these projects, contact Carole Damon at TCAA (816-868-9300) or by email to carole@tcaainc.org.*

# Member Updates

## TCAA Elects Directors

At the annual contractor business meeting held during the recent TCAA convention, election of directors was conducted. The following directors were elected to serve two-year terms beginning January 1, 2007:

Dan Kotel, G.M. Sloan Mosaic & Tile Co. (Illinois)  
Scott Erath, William Erath & Son, Inc. (New York)

## 2007 Officers and Directors

President: Michael Maiuri, Shores Tile Co., Inc. (Michigan)  
President-Elect: Jerry Leva, E.G. Sackett Co., Inc. (New York)  
Past President: Vincent DeLazzerro, II, Port Morris Tile & Marble Corp. (NY)  
Treasurer: John Trendell, Marble Restoration, Inc. (Ohio)

## Directors

Jennifer Panning, Artisan Tile, Inc. (Michigan)  
Ron Schwartz, Selectile of California (California)  
Dan Kotel, G.M. Sloan Mosaic & Tile Co. (Illinois)  
Scott Erath, William Erath & Son, Inc. (New York)

## Trustees

Ray Byrne, Grazzini Brothers & Co. (Minnesota)  
Alan Lippert, Lippert Tile Company (Wisconsin)  
Robert Smyth (Washington)

We extend our thanks to departing directors Al Grazzini and Steve Williams for their years of service and support to TCAA.

## TCAA Tours San Francisco's Marina District

The Tile Contractors' Association of America held its annual convention in San Francisco, September 30th to October 4th, and invited Tile Heritage to lead a tour of historic tile installations through the city's famed Marina District. Tile historian Riley Doty, who initially mapped out the walking tour for the Tile Heritage symposium in 1994, was on hand to escort the group of some 30 contractors and their families.

The Marina District was built on the site of the 1915 Panama Pacific Exposition, and the tour began at architect Bernard Maybeck's magnificent Palace of Fine Arts. The 1920s period was the high point in the use of artistic tiles in California, and the Marina was developed as a residential neighborhood during that decade. No other area in San Francisco offers so many decorative tile installations in such close proximity.

Two types of installations predominate: stair risers for single-family and duplex homes, and outside foyers of apartment buildings. Also there are decorative tiles and groups of tiles set into some of the stucco facades.

One company, Solon & Schemmel of San Jose, dominated the high-end market in San Francisco. S&S did not distribute its tiles nationally, confining itself to the Northern California marketplace. In addition to S&S the Marina contains tiles from several other manufacturers, primarily from California: Batchelder, California Art Tile, California Faience, Gladding, McBean, Malibu, Muresque, Stonelight, Taylor, Tudor, and Woolenius, among others.

## New Members

Please welcome the following new members to TCAA:

Rucker Tile  
Loren Rucker  
16526 Arminta St.  
Van Nuys, CA 91406  
(818) 902-1216  
Fax: (818) 902-1147  
E-Mail: ruckertile@sbcglobal.net

StonePeak Ceramic's  
Noah Chitty  
314 W. Superior  
Chicago, IL 60610  
(931) 459-2518  
Fax: (931) 484-5349  
nchitty@stonepeakceramics.com

Premier Tile & Marble  
Greg Games  
798 Monterey Pass Road  
Monterey, CA 91754  
(323) 264-4009  
Fax: (323) 264-4140



*Emily Williams, John Sekora, Pat and Bob Smyth, Grace Gebhardt and others enjoy Joe Taylor and Shelia Menzies Historic Tile Tour.*

# Industry News

## Aqua Mix Acquired by Custom Building Products

For almost 27 years, Aqua Mix has provided innovative Care and Maintenance products to the Stone and Tile Industry. From the Industry's first water-based Penetrating Sealer to the unmatched performance of Sealer's Choice Gold and Enrich'N'Seal, we have become the world's most requested brand. Thank you for helping make us the Industry leader.

Sustained leadership requires innovation and adaptability. The shareholders of Aqua Mix are very pleased to announce a change that will position us to continuously improve the products and services we provide you. Effective September 29, 2006, Aqua Mix has been acquired by Custom Building Products, the Industry's leading manufacturer of Stone and Tile installation systems. We are all excited about our future as part of the "Custom family." This strategic union will allow us to continue our focus on Care & Maintenance products, while gaining access to Custom's vast resources and Industry expertise.

Aqua Mix will maintain its current business practices and continue operating under its existing management team. E. Rick Baldini will continue as President of Aqua Mix with Real Bourdage maintaining his role as Chief Operating Officer. Manuel Magallanes will continue to interact with customers, attend Industry functions and work with our R & D team to create new and innovative products. Jill Magallanes will continue giving advice and counsel in the areas of finance and employee relations. Bill Tran will continue in his customer contact role to improve our technical capabilities and help meet our sales goals. And of course your Sales Manager, Doug Hayes, will still be your contact.

Everyone at Aqua Mix is steadfastly committed to our "Best Supplier" mission. We are confident that you will continue to receive the same high level of service you have grown to expect from Aqua Mix.

In the next few weeks many of the members of the Aqua Mix Management Team will be traveling the country to share the good news. Thanks again for your support.

Sincerely,  
Manuel G. Magallanes, Jill G. Magallanes  
E. Rick Baldini, William L. Tran

## NobleBond EXT

Noble Company Introduces Bonding Agent for Exterior Applications

Noble company has introduced NobleBond EXT, a bonding agent for NobleSeal® and Noble Deck™ sheet membranes. EXT is a wet-set adhesive that provides a high strength, water resistant bond coat. It is formulated for interior or exterior applications and is suitable for crack isolation, sound control and many waterproofing installations on, above or below grade.

NobleBond EXT is protected with MicroSept™, a patented anti microbial agent to inhibit the growth of mildew and bacteria. It has low odor, is non-flammable and contains zero VOC, no solvents or hazardous chemicals.

NobleBond EXT Primer is a companion product for NobleBond EXT. EXT Primer is an acrylic sealer that reduces moisture and pH problems in concrete substrates. It also improves the spread rate and bonding of NobleBond EXT. For more information contact, Noble Company at 800-878-5788 or visit [www.noblecompany.com](http://www.noblecompany.com).

®Registered Trademark of Noble Company, Grand Haven, MI  
™Trademark of Noble Company, Grand Haven, MI  
™MicroSept is a Trademark of XL Brands, Calhoun, GA

## CERAMIC TILE CARE MAINTENANCE INSTRUCTION SHEETS

Ceramic Tile Care Maintenance instruction sheets are available, **free of charge, to 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).

*9300 Contractor is a quarterly 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 \$900, \$75 for retired 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](mailto:info@tcaainc.org) \* Website: [www.tcaainc.org](http://www.tcaainc.org)*