



# 9300 CONTRACTOR

## From the President ...



Ladies and Gentlemen,

In my first communication with you as President of the Tile Contractors' Association of America, I would like to thank the Association for allowing me to serve on the Board. Although it has been eight years, it seems not that long ago that I was attending my first board meeting in Point Clear Alabama and Emily Williams with Williams Tile and Marble was President. In the ensuing years, TCAA has been led by some very impressive individuals: John Sekora, Les Lippert, and most recently, Vincent DeLazzerro II. What an inspiration they have all been to me in their own very unique way and I wish to extend a special "thanks" to each and every one of them.

I also would like to express a special thanks to Vinny DeLazzerro and the Trowel of Excellence committee team. Their hard work and diligence on this program resulted in its successful launch at our 2005 convention in Puerto Rico last fall.

During a special meeting held at our 2005 convention, some TCAA members shared concerns regarding labor management relationships in their local areas. In response to these concerns, the TCAA executive committee met with the International Union of Bricklayers Allied Craftworkers and the International Masonry Institute this past December. There, we shared goodwill and discussed our renewed IUBAC - TCAA relationship. Both TCAA and IUBAC acknowledged concerns, but the TCAA executive committee felt the outcome of the meeting was very positive and they left with an understanding that changes in the near future would benefit both labor and management. These changes will be accomplished not only in the identification and recognition of needed change, but also by working together to attain shared goals. Stay tuned...

In late January, the TCAA Board of Directors held its winter board meeting. There we welcomed two new

directors, Jennifer Panning (Artisan Tile, Michigan) and Ron Schwartz (Selectile, Inc., California). The board once again invited Jean Campana to facilitate our Strategic Planning as we continue to define, analyze and refine our strategic and committee goals to ensure a better and bigger TCAA.

Also, make sure to mark your calendars and plan to attend our 2006 Annual Convention (TCAA's 103<sup>rd</sup> anniversary). This year we will head to the west coast, far away from hurricanes and tropical storms, to Fisherman's Wharf in San Francisco. The dates are September 30 through October 4

As always, I welcome your thoughts. Please feel free to contact me, members of the Board or the TCAA staff at any time.

Best regards,  
Michael Maiuri

### 2006 ANNUAL CONVENTION September 30–October 4

Join us at the Hyatt on Fisherman's Wharf in San Francisco for the 2006 TCAA Convention. Dates are September 30–October 4. We are planning an educational and fun filled convention for our members that kicks off with a must-see tour of the famous Sonoma Wine country sponsored by Laticrete International.

Look for registration information coming in late March. Until then, be sure to mark your calendars today and plan on joining us for the 2006 convention!



# Call for Cesery Award Nominations

The Carl V. Cesery Award is given to honor any person from any source who has served the American tile trade with great distinction. This Award ranks high among the National honors granted by American trade, industry and professional groups. Any TCAA member may nominate a candidate for the Cesery Award. Do you know someone who has:

1. Met with a marked measure of personal success?
2. Figured prominently in the American tile trade?
3. Taken an active part in their respective national bodies?
4. Given of their time and effort to the advancement of the tile trade?
5. Dedicated themselves to the common welfare of the ceramic tile trade?

If you know someone who has made outstanding contributions to this industry and believe they qualify for this prestigious honor, please submit their nomination. Nomination forms can be obtained by either calling the TCAA office at 800-655-8453 or via e-mail at [info@tcaainc.org](mailto:info@tcaainc.org). The deadline for Nominations is May 12, 2006

## News from BAC and IMI

### News from BAC and IMI

by Scott Conwell, International Masonry Institute

#### ***Getting the Message out at Surfaces***

In an industry crowded with manufacturers, distributors, union and non-union contractors, retailers, installers, and designers, how do TCAA contractors and BAC tile setters and finishers position themselves to stand out?

With the groundwork laid by the Trowel of Excellence, the ongoing strategy is spreading the message about the advantages it offers, along with the superior skills and training of all BAC union tile contractors.

At the massive "Surfaces" trade show this February in Las Vegas, where more than 40,000 people connected with over 1,000 exhibitors and 50 educational seminars, according to exhibit producer Hanley Wood, IMI exhibitors connected with all the key industry players. The contractors, retailers, designers, and other visitors to the IMI booth were quickly engaged in meaningful discussions of training, certification, and quality tile work.

We carried this message beyond the booth to the show's main stage, the Installation Showcase, co-sponsored by the World Floor Covering Association. On Friday morning, crowds gathered to watch the IMI presentation, "Installation of Natural Stone," which included two mockups showing mud bed and thinset installation. IMI Regional Training Director Bob Perry



moderated, while Rich Crawford, a marble mason with BAC Local 13 Nevada, expertly demonstrated the craftworker skills involved. Long after the presentation ended, attendees crowded the stage to ask questions

and get a closer look at the installations.

The message was simple and effective: BAC members and contractors are uniquely qualified to install tile and stone. While some Surfaces exhibitors *try* to do it all, IMI recognizes the complexities of tile and stone installations, and trains BAC members to be the best at what they do.

*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.*

### **Ceramic Tile Care Maintenance Instruction Sheets**

Ceramic Tile Care Maintenance instruction sheets are available, **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).

# TCAA News

## Daltile Announces Turk Promotion

Harold Turk has been appointed to serve as President of the Daltile Corporation. In this new role, Harold will assume responsibility for leadership of all the Daltile family of brands.

Harold joined the company in 1976 as Assistant Manager of Warehouse Operations. Since that time he has held various management positions of increasing responsibility in the area of sales and marketing. Most recently he has served as Executive Vice President - Daltile Strategic Business Unit (SBU). Under his leadership, Daltile SBU has experienced tremendous growth. He has been instrumental in the development of the strategic vision of the SBU, which includes that addition of many new SSC's, the gallery showroom concept and the growth of our natural stone business. Please join us in congratulating and supporting Harold Turk in his new role.

Daltile also announced the promotion of John Turner, Jr. who will serve as Executive Vice President-Daltile SBU.

## Lippert Tile Announces Staff Addition

Richard A. Stark has joined Lippert Tile Company as estimator of ceramic tile, stone, acid-proof brick and tile flooring. He is the latest addition to a tile team that now comprises four estimators, two project managers and 35+ craftworkers.

Richard formerly managed Stark Mantel & Tile. He is experienced in all aspects of the tile craft, from estimating to project management, and is an authority on food plant, dairy and brewery flooring.

In addition to its tile team, Lippert Tile provides carpeting, resilient and wood flooring. For more information, contact Les Lippert (262) 437-9300.

## Keep in Touch!

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.

## 2006 Project of the Year Competition

Watch your mailbox for entry information for the 2006 TCAA Project of the Year competition. Awards are presented annually to outstanding projects in two categories: Commercial and Residential. Award winners will be recognized at the 2006 TCAA Convention in San Francisco.

All TCAA contractor members in good standing are eligible. First Place winners in each category receive a complimentary convention registration for one representative of their staff. Information on winning entries (including photos) are provided to all trade industry publications.

The Project of the Year competition offers tile contractor an opportunity to showcase projects completed in the prior two years. Entries are judged by an independent panel of tile experts.

Make it your #1 priority to submit a project for this year's competition. After all, who couldn't use some great publicity?

## TCAA Newsletter Goes Quarterly

At its winter meeting, the Board of TCAA voted to change *9300 Contractor* to a quarterly publication. We invite your comments, suggestions and article submissions. Contact the TCAA staff at [info@tcaainc.org](mailto:info@tcaainc.org).

## Update on Bob Smyth

TCAA recognized Bob Smyth in 2005 with the Lifetime Achievement Award. Bob was unable to attend the Puerto Rico convention to receive his award following an unfortunate accident in which a table saw claimed the tips of several fingers.

Bob attended the recent TCAA Board meeting and is doing very well, although he reports some challenges with getting back his golf game. Bob and his wife Pat look forward to attending the 2006 Convention where he will be formally presented the TCAA Lifetime Achievement Award.

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## **Tile Contractors' Association of America Family Scholarship Program**

Applications are now being accepted for the 2006 TCAA Family Scholarship. This scholarship is awarded to qualified employees of TCAA contractor companies, their siblings, children or grandchildren. One merit-based scholarship is awarded each year. The amount of the scholarship is \$2,000.

### **Eligibility**

- Employee must be classified as full-time overhead staff of a contractor company currently in good standing with TCAA; TMT union employees are not eligible. Good standing is defined as a company that has paid membership dues to TCAA for 2006.
- Siblings, children and grandchildren of qualified employees must provide proof of eligibility by blood, marriage or legal dependency.
- Applicant must be a high school senior or enrolled full time in an accredited two year or four year college or university. Vocational or technical school enrollment does not qualify.

### **Selection Process**

- Applications are reviewed by the TCAA Scholarship Committee. The scholarship is awarded solely on academic merit and judged on the basis of grade point average, test scores and teacher recommendations. The decision of the committee is final.
- Applications postmarked after the deadline or applications that fail to include all information described below will be disqualified.
- If necessary, a letter from the TCAA administrators will be required to verify the company's member status.

### **APPLICATION INSTRUCTIONS**

To be considered complete, each application must include all of the following:

- Scholarship Application completed in full
- A separate sheet listing any academic honors or awards received
- Two teacher recommendation letters.
- High School or College Transcript (copies are acceptable)
- A letter from the owner of the member firm, on company letterhead, verifying the employee's eligibility

The scholarship recipient will be notified on or before July 1, 2006.

**Send completed application package to:**

**TCAA Scholarship Program  
4 East 113<sup>th</sup> Terrace  
Kansas City, MO 64114**

*Application package must be postmarked no later than June 1, 2006 to be considered.  
Faxed and emailed applications are not accepted.*

## TCAA Family Scholarship Application

**IMPORTANT:** The TCAA Family Scholarship is merit-based and available only to qualified employees - or family members of qualified employees - of TCAA contractor companies. Read eligibility requirements and instructions carefully before submitting application package.

**Print clearly in black ink or type**

**Deadline: June 1, 2006 Postmark Date**

### **COMPANY**

TCAA Contractor Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### **EMPLOYEE**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Title \_\_\_\_\_ Relationship to Applicant \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

### **STUDENT**

Last Name \_\_\_\_\_ First Name: \_\_\_\_\_ SSN : \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**CURRENT STATUS**     High School Senior     Undergraduate Student     Graduate Student

Expected Date of Graduation (month/year) \_\_\_\_\_

Class Ranking \_\_\_\_\_ # of Students in Class \_\_\_\_\_ GPA \_\_\_\_\_

Name of School \_\_\_\_\_ Telephone (\_\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### **TEST SCORES** *(which apply to you)*

ACT Composite Score \_\_\_\_\_     SAT Verbal \_\_\_\_\_ Math \_\_\_\_\_ Composite \_\_\_\_\_

GRE Score \_\_\_\_\_     LSAT \_\_\_\_\_     MCAT \_\_\_\_\_     PCAT \_\_\_\_\_

Other (specify) \_\_\_\_\_

What are your career choices? \_\_\_\_\_

Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail completed application and supporting documents to: TCAA Scholarship  
4 E. 113th Terrace ♦ Kansas City, MO 64114**

### Trowel of Excellence

The Trowel of Excellence offers a unique opportunity for union tile contractors to clearly demonstrate their superiority in the marketplace. It provides tangible evidence that from estimating to finishing, union tile contractors offer the very best in products and professional installation services.

To encourage participation in the Trowel of Excellence, application materials were distributed to tile contractors in attendance at the 2005 Puerto Rico convention. The materials were also mailed to contractors unable to attend.

The first class of Trowel of Excellence certified contractor companies will be recognized at the 2006 convention. Interested contractors are urged to complete and submit their applications by March 20 in order to be considered for this first class.

### Handling of Technical Question Changed

The procedure for handling technical questions from TCAA members has changed. Persons with questions should now submit them directly to a member of the TCAA Technical Committee. If the committee member is unable to provide the necessary information, he will forward the question on to an appropriate industry expert and report back to the member.

Starting immediately, all TCAA members should submit technical questions to:

Al Grazzini (Grazzini Brothers)  
Ph: (651) 452-2700  
Email: agrazzini@grazzini.com

Ron Schwartz (Selectile of California)  
Ph: (626) 401-9978  
Email: ron@selectile.com

Questions can also be submitted to the TCAA staff which will forward the request on to the Technical Committee.

### TCAA Committee Chairs Named

At the recent Board meeting, President Mike Maiuri appointed the following committee chairs:

#### Audit

John Trendell (Marble Restoration)  
Ron Schwartz (Selectile of California)

#### Labor

John Trendell (Marble Restoration)  
Jerry Leva (E.G. Sackett Co.)  
Vincent DeLazzero (Port Morris Tile & Marble)

#### Membership

Jerry Leva (E.G. Sackett Co.)

#### Nominating

Vincent DeLazzero (Port Morris Tile & Marble)  
Mike Maiuri (Shores Tile)  
Jerry Leva (E.G. Sackett)  
John Trendell (Marble Restoration)

#### Project of the Year

Steve Williams (Williams Tile & Marble)

#### Scholarship:

Les Lippert (Lippert Tile)  
Jennifer Panning (Artisan Tile, Inc)

#### Site Selection (Convention)

Jerry Leva (E.G. Sackett)

#### Suppliers Council Board Liaison

Vincent DeLazzero (Port Morris Tile & Marble)

#### Training & Education

Al Grazzini (Grazzini Brothers)  
Jennifer Panning (Artisan Tile, Inc.)

#### Trowel of Excellence Certification

Vincent DeLazzero (Port Morris Tile & Marble)  
Jerry Leva (E.G. Sackett Co.)  
John Trendell (Marble Restoration)

TCAA members interested in serving on one of these committees are invited to contact our offices.

### Suppliers Council Update

The TCAA Suppliers Council met recently during the Surfaces Show in Las Vegas. The Council suggested many exciting ideas for technical training and informational programming at the upcoming 2006 convention, as well as recommendations to better serve the needs of our suppliers. This information will go out shortly to TCAA Supplier members. Watch for it.

# TCAA Scholarship Fund



Happy New Year to our TCAA family and friends!

It IS a new year, and there are numerous new things coming from TCAA. The TCAA Scholarship Fund has undergone some changes too, but let us review the things that are the same first.

- We recognize three young scholars (enrolled in a two or four year accredited college or university) each year with a \$2,000 award based solely on their excellence.
- Two of the awardees are architectural students selected by the Committee from submissions we solicit and receive from the American Institute of Architects Scholarship Committee.
- One of the awardees is a TCAA contractor family member, selected by the Committee from a pool of submissions we will be soliciting soon.
- The TCAA family awardees must be related by blood, marriage, or legal dependency to an overhead employee of a member firm in good standing. Excluded are family members of our craftworkers.
- Any past winner is eligible to re-apply for another scholarship award. There is no rule prohibiting winning the award more than once.

There some important new things to consider, as well.

- In the past year, TCAA has made it possible for your contributions to the Scholarship Fund to be tax deductible. The Truman Heartland Community Foundation administers the Fund, and is a tax exempt charitable foundation located in Kansas City, MO.
- Our primary support comes from private donors. To date we have received more than \$ 29,000 in contributions, and will be working to continue to build this Fund for the future.
- TCAA gives scholarships in increments of \$2,000; therefore, we also provide recognition of our donors at cumulative levels in the same increments. From press releases to plaques, we seek to publicly celebrate our scholars and donors.

Going forward, we will reintroduce you to our past winners. They have all continued achieving at the high

levels that garnered our attention in the first place. They have great stories about where they have been and where they are heading. They have collected knowledge and experience that will have a bearing on the industries they will serve. Some are already contributing through their work and volunteerism.

TCAA is building another portion of its legacy through this program. It is "added value" that indicates our commitment to our industry, and our resolve to make it better. Thanks to all who have helped to make it thus so far.

Les Lippert  
Scholarship Committee Chair

## 2006 Membership Renewals

Membership renewals for 2006 are now due. Invoices were sent out in January. If you have not received an invoice or have any questions regarding your dues or membership, please contact the TCAA office at (800) 655-8453

**New this year**, each member organization that renews their 2006 membership will receive a commemorative tile reflecting their status as a TCAA member. These beautiful, distinctive tiles were generously donated by the Daltile Corp.

Thank you to all our members who have already renewed their membership. And a special thank you to Daltile for their continued generosity and support of TCAA.

*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 \$800 (payable in quarterly installments of \$200), \$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)*

# Special Offers for TCAA Members

## Ceramic Tile in 20<sup>th</sup> Century America

TCAA is closing out remaining inventory of its 100<sup>th</sup> anniversary book, ***Ceramic Tile in 20<sup>th</sup> Century America***. Authored by John J. Sekora, this gorgeous book traces the history of ceramic tile - and TCAA - through the last century. The compelling story it tells and the spectacular illustrations it includes make it the perfect gift for anyone interested in the history of ceramic tile.

While supplies last, we are offering a special discounted price of \$29 per copy available only to TCAA members. This price is 60% off original retail and includes shipping! Additional discounts are available on quantity purchases.

To order your copy or inquire about our quantity discount prices, contact the TCAA offices at 800-655-8453.

Act now. Because when they're gone, they're gone.