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Visit our website at
www.tcaainc.org

MESSAGE FROM THE PRESIDENT

2008 TCAA President



Jerry Leva

Let me begin by extending my sincere hopes and wishes that 2008 finds you and your families in good health and your businesses full of promise and opportunity.

For the remainder of 2008 we will all face some unique challenges and decisions; however, knowing the history and character of our TCAA Family, these will be met head on.

I personally thank all of you for allowing me the opportunity to serve as your President for the next two years. Working with the Board and our excellent staff and membership, I know we will grow the rich traditions of TCAA.

I sincerely ask for your suggestions, support and prayers as we move our organization forward.

This year will mark the anniversary of our 100th Convention. Plans for this remarkable event, being held at the Loews Portofino Bay Hotel at Universal Orlando®, are moving forward with great excitement and should be one of our very best conventions. It's not too soon to mark your calendars to join us November 8-11. As always, it will be a great family experience.

Your Board and Staff met recently to discuss some new partnering opportunities as well as other initiatives and we will keep you informed of our progress. And again, we ask for, and welcome any thoughts or suggestions you have that will help us grow and move TCAA forward.

In closing, I would like to thank Mike Maiuri for his service as President for the past two years and for his continued support. I would also like to welcome our new Board Members: Pat Barrett, Port Morris Tile & Marble who will serve a two-year term as Director; and Emily Williams, Williams Tile & Marble who will serve a five-year term as Trustee. I ask for their candid input.

My best wishes to all and we will keep in touch.

Jerry Leva, Sr.
TCAA President

Industry News

ATTENDING A TRADE SHOW: RETURN ON INVESTMENT

By Rebecca A. Newell, ASID

Interior designers often ask themselves whether or not trade shows are worth the time, especially if they are sole practitioners. Personally, I attend High Point (twice a year), K/BIS, Coverings, NeoCon and HD Boutique. And I advocate designers should put at least one trade show a year on the calendar. Here's why. We are living in the information age: The more we know, the better professionals and more daring designers we'll be.

Of all the shows on my own list, Coverings, the International Tile and Stone Show, is probably the most well-defined, focusing exclusively on ceramic tile and natural stone materials vs. the broader sweeps of subjects that the others feature—furniture, kitchen and bath, contract furnishings and hospitality design. I've attended Coverings at least 10 times in my business life because tile and stone have become so ubiquitous today. My clients love these materials, and they want them everywhere—not only in the typical areas of kitchen and bath, but also in entry foyers, living rooms, dining rooms, outdoors and as feature walls. I figured, the more I learn about tile and stone, and the more I understand production and installation—from firing to grouting to adhesives—the better my projects will be.

I enjoy seeing the tremendous variety of product, all under one roof. And I also like being able to view the latest trends and new products. It's a valuable source for inspiration and ideas.

Trade shows provide a rare opportunity for you to connect directly with the key industry people, the owners and technical experts. You can quiz them and get all the answers to your questions and know they're often far more knowledgeable and experienced than a showroom associate who may never have even stepped foot in the factory. You've now got the ear of a business's heart and soul—the one who has the passion and pride for the product and who really knows it inside and out, how best to use it, and all of the technical implications.

The vastness of a trade show can boggle the mind. Yet, it can provide a fascinating window on the global economy at work, the role the U.S. plays in it, and the effect of globalization on regional aesthetics. Frankly, I'm impressed at the internationality of Coverings compared to other American shows. Not only is there a U.S. presence, but there are exhibitors from Spain, Italy, Portugal, Mexico, China, and Turkey, among others. Artisan tile companies also are well represented, which is wonderful to see.

Trade shows also are tremendous networking events. For sole practitioners, like myself, there are payoffs to be had, but you can't afford to be shy. Walk the show floor and talk to the people in the booth. If an exhibit intrigues you, find out all you can about the product. Take advantage of every opportunity that will give you the competitive edge in your business—and, if that means adding new, untapped resources, go for it.

Remember, the industry converges at trade shows: Owners, sales reps, trend forecasters, public relations people, editors, etc., are all there, and if you think about it, can be helpful to you in your business somewhere down the line.

(continued page 3)

BAC and IMI News

IMI TILE CURRICULUM

A hallmark of IMI training is consistent quality, and one important tool in ensuring that uniformity is the IMI Tile Apprentice Curriculum, which offers the most up-to-date training protocol throughout the BAC/IMI training network. The curriculum, contained in a double CD set, has recently been delivered to all BAC centers that offer Federal or State Apprenticeship Committee registered tile apprenticeship training.

To ensure the broadest and most complete information, IMI incorporated tile training and technical information from a number of recognized industry sources, and included input from BAC signatory employers, trainers, and craft experts. While the curriculum exceeds the related instructional requirements of BAC's federally registered national standards, it is still flexible enough to accommodate regional differences in material preferences and techniques. It can also accommodate new industry-recognized products and installation recommendations as they occur.

Along with the training modules, features include an instructor's guide and checklists for evaluating each student's performance. The curriculum offers easy methods for recordkeeping of students' progress, and is readily coordinated with IMI's Training Management System.

A critical component of implementing the new curriculum is making sure that BAC instructors feel comfortable using the computer-formatted teaching tool to its best advantage. To that end, IMI teaches a class on using the tile curriculum as part of its annual Instructor Certification program. The 2008 session is September 14-19.

*Contributed by,
Hazel Bradford
Director of Communications
International Masonry Institute*

ATTENDING A TRADE SHOW: RETURN ON INVESTMENT

(continued from page 2)

Trade shows are also a way to see and hear about trends. Often the industry's leading forecasters, such as color expert Leatrice Eisman, or marketing seer Maxine Lauer, are headline speakers, and you can gain such great insight from these types of programs. One thing I was pleasantly surprised to experience at Coverings is that all of the seminar programming is free, plus you can earn CEU credits from many of the sessions. I've always tried to incorporate a few of these into my schedule. As you become familiar with a trade show, the quality of the experience improves over time, so, if you can, make a commitment to go every year to build more detailed knowledge. The first visit is for broad brushstrokes, collecting business cards, discovering new resources, etc. With each subsequent visit, your knowledge deepens.

A few additional personal tips: Always carry a notebook to write down new resources, trends that were popular, and to jot yourself reminders about all you're seeing for future reference. I also bring a mini-stapler to attach business cards I receive to literature and any other printed materials I collect. Often, rather than picking up catalogs, I ask for postcards, which surprisingly many companies offer. Before actually going to a show, I think of all the projects I have going on and what manufacturers I know of that would be appropriate, so I'm sure to visit them. And, of course, I build in time to find new resources.

I won't kid you. Trade shows are hard work. But, you can expect a return on your investment. Just remember: Do your homework and map out your goals ahead of time, get on the floor early, leave room in your suitcase to take samples home, take a camera but ask before you use it, and *always, always* wear comfortable shoes.

Rebecca A. Newell, ASID, is the principal of her 20-year-old namesake, Coral Gables-based interior design firm. Her client base is international and includes both residential and contract projects. Her work has appeared in The Miami Herald as well as in other major design publications.

Thank You!

Detroit Ceramic Tile Contractors Association donates to the TCAA Scholarship Fund

TCAA would like to offer a heartfelt thank you to the Detroit Ceramic Tile Contractors Association for their generous donation of \$670 to the TCAA Scholarship Fund. This donation was raised during the 50/50 Raffle at the DCTCA's February's Sweetheart Ball.

Thank you for your generous support of the TCAA Scholarship Program!

TCAA WEBSITE

Keep up-to-date on all current TCAA and industry news and happenings by visiting our website at www.tcaainc.org. Check out your company's listing to make sure your company information is up-to-date. Also, in the **FOR MEMBERS ONLY** section, sign on to the message board and interact with fellow TCAA members where you can discuss issues and share solutions to problems with industry peers.

Labor Committee Report - TCAA Part of IUBAC Labor / Management Winter Meetings

Once again members of TCAA were an integral part of the Tile/Marble/Terrazzo (TMT) Committee meetings held in San Diego February 26-27, 2008. TCAA representatives attending the meetings were Grace Gehhardt, Emily Williams, Ron Schwartz, Vinny DeLazzerro, Les Lippert, and John Trendell.

The first day included a general meeting of all the committees in addition to the general session which included presentations on the national construction outlook, "Green" building opportunities, BAC Captive Insurance for workers' compensation, and the Union Plus Mortgage Program. The Union Plus Mortgage Program does not offer a quick fix to anyone's mortgage problems but they do offer responsible information and help.

The BAC now offers signatory contractors an opportunity to reduce their workers' compensation premiums by joining their Captive Insurance program. Applications can be found on their web site (www.troweltrades.com) and contractors are encouraged to obtain quotes.

Unfortunately, we all are aware of the slow down in construction. A representative from McGraw-Hill quantified it to be a national drop of 7% this year. IMI has worked up a LEEDS program that gives masonry construction up to 35 points, which puts us in the Silver category. Check out IMI's web site for more information.

The second day was broken up into specific craft committees. The primary focus of the TMT committee meeting on the second day was a discussion of new products and systems that can give our industry more work opportunities. Please let us know at TCAA what new ideas might be happening in your area of the country. We can compile this information and provide it to all of our membership.

*Submitted by John Trendell
Marble Restoration, d/b/a Decorative Flooring Services*

Membership News

NEW MEMBERSHIPS

Please welcome TCAA's newest Contractor Member:

Commercial Tile & Stone, Inc.
Contact: Lucinda Noel, President
5530 State Road, Suite 6
Parma, OH 44134-2261
Phone: 216-741-8141
Fax: 216-741-7580
Email: Lucinda@CommercialTile.com

TCAA SCHOLARSHIP DEADLINE EXTENDED

The deadline for submission of the **2008 TCAA Family Scholarship Applications** has been extended to **May 1, 2008**. This significant scholarship award is available to employees and relatives of our TCAA Contractor members. For more details on this scholarship, please see the application and guidelines included in this newsletter. Applications may also be accessed by going to the TCAA website at: www.tcaainc.org. then clicking on "Scholarships" at the bottom of the page.

IN MEMORY

BRIAN BEAN

Brian N. Bean, also known to his friends as "Beano," passed away last month in Clearwater, Fl. Brian had a successful sales career in the tile industry with Florida Tile and Custom Building Products. He is survived by his beloved former wife Ernestine; daughter Brianna; brother Leeward; sister-in-law Kerry; nephews Ryan and Patrick; niece Caleigh; as well as a large extended family including an Aunt and Uncle, and many first cousins. Brian treasured all of his family and friends, as well as the many strangers that crossed his path. A Memorial Mass was held at St. Cecelia Catholic Church in Clearwater on Feb. 8.

THOMAS R. PECK, SR.

Thomas R. Peck, SR co-founder of CUSTOM BUILDING PRODUCTS passed away on January 3, 2008 at the age of 91. Born October 29, 1916 in upstate New York, Tom moved to southern California with his family in 1919. After graduating from Bell High School, he served his country in the U.S. Army, stationed in the South Pacific during WWII.

Upon his return, Tom joined his aunt in a small paint business in the building and construction industry. Over the next decade he worked tirelessly as sole owner and operator of his fledgling business. In 1964 Tom and the late Mike Bilek, Sr. established Custom Building Products with little more than an idea and the determination and willingness to make it happen. The dream eventually grew to be the leading tile installation product supplier in North America, with over 1,500 employees in 15 locations.

Tom is survived by his wife, Ruth, children Tom Peck, Jr., Sandi Williams, Christie Peck and Randy Peck, and 10 grandchildren.

Robert A. Hund



Robert A. Hund died at home in Farmington, Michigan, on March 11, 2008, surrounded by his family after a brief battle with cancer.

Hund, who had an advertising/public relations/trade association management company, served as the Managing Director of the Marble Institute of

America from 1980 to 1995. Among his many accomplishments, he built association membership from 34 to more than 650, edited and published the industry magazine, *Stone Through the Ages*, and received several awards for MIA advertising, which he created and which appeared in the architectural and interior design press. As spokesman for what had become the world's largest dimension stone industry association, he appeared as featured speaker and panelist at meetings in the United States, Canada, and Italy. He edited the MIA's *Installation Design Manuals II, III, and IV*, and also wrote, edited, and published the two-volume set of color plates, *Dimension Stones of the World*.

He was a member of the ASTM Dimension Stone Committee C18, served and chaired several of its subcommittees, and contributed to the ANSI A108 Committee for Ceramic Tile Installation and the Tile Council of America Installation Handbook. Bob held professional memberships in the local chapters of the Construction Specifications Institute as well as the American Institute of Architects. In addition to his work with the MIA, he was Public Relations Director for southeastern Michigan's Great Lakes Ceramic Tile Council from 1963 until 2005. His promotional efforts resulted in the wide-spread use of hard-surfaced finishing materials (ceramic and thin stone tiles) in areas other than bathroom floors. The Detroit Ceramic Tile Contractors Association honored him with a Lifetime Achievement Award in 2002. It was only the second time in the association's 75-year history that it granted the award.

Bob was a professional baritone, a voracious reader, a storyteller and historian, and loved to use his hands building and painting creative items for his family home. He is survived by his loving wife of 58 years, Carole, and their children Kathie (Mike) Nuttle, June Hund and his granddaughter Amanda Black, Cynthia (Roger) Baker, and Jonathan Hund, his sister Shyrl (Richard) Wood, brother- and sister-in-law David and Emily Olson, along with extended family, many lifelong friends, and fellow musicians.

Tile Contractors' Association of America

Family Scholarship Program

It is our pleasure to once again offer a scholarship award available to the family members of our TCAA Contractor members. This program is designed to recognize the academic achievements of our exceptional college, or college-bound, students with a monetary scholarship based solely on merit.

One student will be chosen from our applicants, and will receive a **\$2,000** scholarship to be applied to the 2008 - 2009 school year.

Please find the application and other necessary information that you will need to apply for consideration in this newsletter on the next page.

Note the extended deadline date for this application is May 1!

Employee Eligibility Criteria

- Must be a current full time employee, and considered as overhead staff, of a TCAA contractor member meeting the standards for good standing with the Association.
- TMT union employees are not eligible.

Applicant Eligibility Criteria

- Applicants must be employee's siblings, children, or grandchildren only, and must provide proof of eligibility by blood, marriage, or legal dependency.
- A letter from the TCAA administrators will be required to verify the status of the contractor member.
- A letter from the owner of the member firm, on their company letterhead, must be submitted with each application verifying the above employment terms.
- Scholarships based on merit and judged based on previous year's grade point average, GPA, SAT, ACT, etc. Available to high school seniors, and/or full time matriculated (enrolled as a student of a college or university) college or university students at any accredited two or four year school. Vocational or technical schools are not eligible.
- Previous winners are not eligible.

APPLICATION INSTRUCTIONS

List all honors or awards received for academic excellence.

Include two teacher recommendation letters.

Provide transcripts (you may send copies).

Send completed application package postmarked no later than May 1, 2008 to:

**TCAA Scholarship Program
4 East 113th Terrace
Kansas City, MO 64114**

Successful recipients will be notified by July 1, 2008.

Tile Contractors' Association of America

Scholarship Application

IMPORTANT: This is a competition for a merit-based scholarship. Please read eligibility requirements and instructions on the previous page carefully before filling out this form.

Please print clearly or type

Deadline: May 1, 2008 Postmark Date

TCAA MEMBER

Last Name: _____ First _____

Company Name: _____

Company Address: _____

STUDENT

Last Name: _____ First Name: _____ SS# : _____

E-Mail: _____ Telephone: () _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

CURRENT STATUS: High School: _____ College: _____ Graduate School: _____

Name of School _____

City: _____ State: _____

Graduation Year: _____ School Telephone () _____

Rank in Class: _____ Size of Class: _____ GPA: _____

Aptitude Test Scores (which apply to you)

ACT Composite Score _____ (or) **SAT Score:** Verbal: _____ Math: _____ Total: _____

Please Circle: **GRE LSAT MCAT** Scores: _____

See previous page for specific instructions. You may attach addenda and you may list any awards/honors you have received.

What are your career choices? _____

Date: _____ Student's Signature: _____

Project of the Year Award GUIDELINES

The following guidelines apply:

- Contractors may submit only one project in each category.
- Contractor's TCAA membership must be current to be eligible for consideration.
- Application must be completed in full (front and back) and accompanied by a minimum of six (6) digital photos (jpeg or tif files only). Submit photos on CD or DVD with completed entry form.
- Projects submitted must have been completed in calendar years 2006 or 2007.
- Entries will be judged by a panel of industry experts.
- The company awarded First Place in each category receives a special engraved trophy. The company awarded Second Place in each category receives an engraved plaque.
- **NEW! The project manager of each First Place company receives a certificate of achievement and complimentary TCAA Convention registration.**
- Winners will be announced and awards presented at the 2008 TCAA Convention.

Completed applications and photos must be received in the TCAA offices no later than Monday, June 30, 2008. Entries received after the deadline (including photo submissions) will not be considered.

Mail completed application and digital photos to:

Project of the Year Competition
Tile Contractors' Association of America
c/o Carole Damon
10434 Indiana Ave.
Kansas City, MO 64137

TCAA reserves the right to refuse consideration of any applications not submitted in accordance with the above-described guidelines.



TCAA 2008 PROJECT OF THE YEAR

OFFICIAL ENTRY FORM

ENTRY CATEGORY (check one):

- Residential Construction Commercial Construction

Project Name _____

Project Location _____

Project Manager Name _____

Tile Contractor Company _____

Contact Name _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

Year of Project Completion (circle one): **2006** **2007**

Project Participants and Written Description of Project (complete information on back side of application)

On behalf of all participants involved in this project, I hereby agree to conform and abide by all the competition guidelines described herein. I understand and agree that the decision of the jury is final.

Signature _____ Date _____

Important Information Regarding Photos!

Project photos must be submitted in electronic format (jpeg or tif) on CD or DVD. If you are taking your own photos, be sure your digital camera is set to the largest file size available. If your photos are being furnished by an ad agency or your marketing department, instruct that they be submitted at 72 dpi at 28" x 22".



TCAA PROJECT OF THE YEAR 2008

Official Entry Form

Participants and Project Description

Project Category (check one): Residential Construction Commercial Construction

Project Completed In (check one): 2006 2007

Project Name _____

Architect Name _____ Firm Name _____

Address (City, State, Zip) _____

Phone (____) _____ Fax (____) _____ Email _____

General Contractor _____

Address (City, State, Zip) _____

Phone (____) _____ Fax (____) _____ Email _____

Tile Manufacturer _____

Address (City, State, Zip) _____

Phone (____) _____ Fax (____) _____ Email _____

Total Square Footage of Project: _____

Timeframe of Installation (hours, days, weeks) _____

Materials Used in Project _____

Method of Installation _____

Was the tile contractor involved in the design or installation methods used? If so, how?

Description of Project (including any technical challenges overcome) _____

2008 Industry Events

TCAA 100th CONVENTION

Make plans now to attend TCAA's 100th Convention, **November 8-11**. We'll celebrate this milestone in style at the spectacular Loews Portofino Bay Hotel in Orlando.



Inspired by the famed Mediterranean seaside resort, this AAA Four Diamond Award-winning hotel offers the epitome of European luxury and elegance with stylish spacious guest rooms featuring authentic Italian furnishings, superb cuisine and impeccable and attentive service. Step outside your door and be transported to the charm and romance of the seaside village of Portofino, Italy. Cobblestone streets, the waters of Portofino Bay lapping the shore, picturesque outdoor cafes and live entertainment each evening on the piazza will soon have you asking, "Is this really Orlando?"

Exciting nightlife and delicious dining is waiting for you at Universal's famed City Walk, just a short walk or ride by water taxi from your hotel. And, of course, you won't want to miss the thrills waiting at Universal Studios and Universal's Islands of Adventure theme parks where you'll enjoy VIP treatment, bypassing regular lines at all rides and attractions with presentation of your hotel room key.

In addition to the fun, you'll get up-to-date information on technical questions from industry experts, see the newest products and services offered by our great suppliers and enjoy valuable educational sessions presented by IMI. There's also an abundance of relaxed social functions where you can meet new friends, reconnect with old friends and catch up on news from your colleagues from across the country.

Room Rates

TCAA has secured a limited number of rooms at a reduced rate of \$220* per night (single or double occupancy). Subject to availability, the Hotel will honor this rate on all convention dates plus three (3) days before and three (3) days after convention.

A complete convention schedule, registration forms and hotel reservation information will be available in May at the TCAA website.

**Guest room rate is exclusive of applicable taxes (12.5%) and a daily resort fee of \$12 per person per day. Daily self-parking rate is \$12. In-room internet access available @ \$9.95 per day. Taxes and fees subject to change.*



Coverings 2008

Now is the time to reserve your lodging at this premiere industry event, held at the Orange County Convention Center in Orlando, Fla. from April 29- May 2, 2008. The NTCA headquarters hotel is the Rosen Centre Hotel. Other area hotels also offer good accessibility and value. Go to www.coverings.com for more information.

In addition to the hundreds of exhibitors, a conference program with an installation track dedicated just to contractor concerns and after-hours events, NTCA will be hosting the 5th Annual TileLetter Awards program on Thursday afternoon and will sponsor a Harley motorcycle giveaway for the second year in a row. The value for contractors continues with free live installation demonstrations featuring NTCA training director Gerald Sloan and regional director Dan Welch, a Contractors Forum that addresses installation challenges and a House of Blues party on Thursday night for you to kick back after three inspiring and educational days at the show.

Also, The Ceramic Tile Education Foundation will launch its CTEF Certification Program for tile installers right on the show floor during Coverings. This Certification Program will be an intensive 4-1/2 day program running from Sunday, April 27-Thursday May 1, with classroom and hands-on instruction and testing. Successful completion will yield a Level 1 (Thin Bed Floors and Walls) Certified Ceramic Tile Installer card. Visit www.tilecareer.com or phone CTEF at (864) 222-2131 for registration criteria and fees and to reserve your space in the program.

Be sure to visit this outstanding international tile and stone event to kick-start your year into high gear.

9300 Contractor is published three times a year by 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 \$950, \$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 * Website: www.tcaainc.org*