



## CONVENTION EDITION HIGHLIGHTS

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Convention Registration

Convention Advertising

Cesery Award Recipient

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

Dear Fellow Members of the Tile Industry;

It has been awhile since TCAA held its annual convention in Chicago. The last time, the year was 1987. A lot has changed in the industry since, however one thing remains the same. Conventions have always served the purpose of acting as a means for people to come together, to work, to communicate, to learn and even have fun.

Still undecided? Here are 5 good reasons you should be a part of this year's convention.

1. Coming together with industry colleagues, friends and experts makes good business sense.
2. Conventions give you a front row seat for education and training presented by the industry's most distinguished leaders.
3. Conventions surround you with energized and excited colleagues who, in turn, send you home energized and excited about your business and our industry.
4. Conventions give you the opportunity to share your experiences while learning from the experience of others.
5. And finally, conventions help you develop and expand a vital network of lifelong professional and personal friends. Whether you are a first-time attendee or a TCAA convention veteran, conventions are the place where you can connect (or reconnect) with colleagues and friends to learn, share and have some fun.

With this in mind, I encourage you to register for the 2009 TCAA Annual Convention. This three-day event will deliver outstanding education, training and information from industry experts. We've also included plenty of time for fun. From the Saturday's golf tournament and Trolley Tour to Monday's Dal-Tile Nite at Navy Pier, there is something for everyone.

The site of this year's convention is the luxurious Hyatt Regency Hotel located in the heart of downtown Chicago on the famed Magnificent Mile. **The hotel is offering an "Early Bird" discounted room rate of \$195 per night for those making their reservations by July 17th.** After the "early Bird" rate expires, the room rates will be \$210 per night. So register early to take advantage of the discounted rate!

The TCAA Convention registration form is included in this newsletter. Convention materials and online registration forms are also available at the TCAA website at [www.tcaainc.org](http://www.tcaainc.org). Register today and I'll look forward to seeing you in the "Windy City" on September 26-28.

Jerry Leva, Sr.  
2009 TCAA President

2009 TCAA President



Jerry Leva

# Convention Events

## **Dal-Tile Nite**

**Monday 6:30-9:00pm**

This year's closing event— Dal-Tile Nite at Navy Pier— begins with a short motorcoach ride to the DalTile Stone & Design Gallery for cocktails. From there, you will be transported to Navy Pier to enjoy a sumptuous dinner and musical entertainment at Riva, the world famous Phil Stefani restaurant. At the end of the evening, a coach will return you to the Hyatt. **Participation in Dal-Tile Nite at Navy Pier is included in your convention registration but reservations are required.** Be sure to mark your reservation for this always fun event on your convention registration form.

## **Golf Tournament**

**Saturday 7:30am**

### **Harborside International Golf Center**

Enjoy stunning views of the Chicago skyline as you play your way across 458 acres of sculpted fairways, manicured greens, tufted mounds and tangled roughs. Developed in the tradition of treeless, wind-swept English, Scottish and Irish seaside courses, Harborside offers a challenging and enjoyable golf experience for every level of play. The \$150 fee includes transportation, green fees, golf cart and \$30 in food/beverage tickets. **Sponsored by Laticrete International**, proceeds from this event go to support the TCAA Scholarship Fund.

## **Chicago Trolley Tour**

**Saturday 10:00am**

For over ten years the Chicago Trolley Chicago Highlights Sight-seeing Tour has been the gold standard for giving an entertaining and informative tour of the city's shopping, dining and attractions. You will enjoy a two hour, fully narrated tour that covers 13 magnificent miles of Chicago's downtown and the Loop. Stops include the Sears Tower, Millennium Park, Theater District, Chicago Art Institute, Field Museum of Natural History, Sheraton Chicago Hotel and Towers, Navy Pier, Hancock Center, and the Water Tower. A trolley stops at each location once an hour so you can "hop-on and hop-off" to shop, grab a bite to eat or explore on your own. You will receive a schedule of stops at each location, along with a goodie bag containing a t-shirt, Garrett's Popcorn and a Hershey's Chocolate Bar to snack on during your tour. **There is a \$35 fee to participate in this entertaining tour. Please reserve your spot on the registration form.**

*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.*

*10434 Indiana Ave. \* Kansas City, MO 641137 \* Toll free: (800) 655-8453*

*\* Fax: (816) 767-0194 \* Email: info@tcaainc.org \* Website: www.tcaainc.org*

## Sponsorships

Sponsorships offer your company the opportunity to maximize its exposure to attendees. Sponsors are also invited to make brief welcoming remarks at events and each sponsorship is acknowledged in all written materials and appropriate signage during the event.

Sponsorships are filled on a first come, first served basis. Call or email TCAA today to grab one of these high visibility events for your company. Email: [chrisp@tcaainc.org](mailto:chrisp@tcaainc.org) or call: 800-655-8453.

### **Sunday, September 27**

Exhibits and Plated Breakfast \$3,000

Contractor College II Refreshments \$1,000

Awards Luncheon \$4,000

Pre-Banquet Reception \$2,500

### **Monday, September 28**

Exhibits and Continental Breakfast \$2,000

Learning Exchange Refreshments \$1,000

## **OUR THANKS TO THESE CONVENTION**

### **SPONSORS ALREADY ON BOARD**

#### **Convention Gifts**

Crossville

#### **Dal-Tile Nite**

Daltile Corporation

#### **Recognition Banquet**

International Union of Bricklayers and Allied Craftworkers (BAC)

#### **Golf Tournament**

Laticrete International

#### **Opening Reception**

Port Morris Tile & Marble

#### **Learning Exchange Lunch**

Custom Building Products

#### **Tote Bags**

MAPEI

#### **Noble Company**

Contractor College I Refreshments

# Schedule of Events

## Friday, September 25

1:00-5:00pm Pre-Convention Board Meeting

## Saturday, September 26

7:30am-3:00pm Golf Tournament  
10:00am-2:00pm Trolley Tour  
5:00-7:00pm Opening Reception  
*Dinner and Evening on Own*

## Sunday, September 27

8:00-9:30am "Meet the Suppliers" Breakfast  
10:00am-12:00pm Contractor College I  
*FM 700—Life Cycle Cost Analysis*  
12:30-2:00pm Awards Luncheon  
*2009 Cesery and Project of the Year*  
2:30-4:30pm Contractor College II  
*TE 627—Green Tile, Marble & Terrazzo*  
6:00-7:00pm Reception  
7:00-9:30pm Recognition Banquet  
*2009 Scholarships and Trowel of Excellence*

## Monday, September 28

8:00-9:30am Exhibits Visits and Continental Breakfast  
10:00-11:00am Supplier Council Meeting  
11:15am-12:15pm Contractor Business Meeting  
12:30-1:30 pm Learning Exchange Buffet Lunch  
1:30-3:30pm Learning Exchange Panel  
6:30-9:00pm Dal-Tile Nite

## Tuesday, September 29

8:00-10:00am Post-Convention Board Meeting

## HYATT REGENCY CHICAGO

151 East Wacker Drive,  
Chicago, Illinois, USA 60601

For reservations call: **800-233-1234** or to use the dedicated reservation line for our event call: **402-592-6464**. *Be sure to state that you are attending the TCAA convention to get the special room rates.*

### Room Rates

An "Early Bird" discounted rate of \$195 is available for rooms reserved by July 17, 2009.

**After July 17th, rooms will be charged at a rate of \$210.**

Subject to availability, the Hotel will honor these rates on all convention dates plus three (3) days before and three (3) days after convention.

*\*Guest room rate is exclusive of applicable taxes (15.4%). Taxes and fees subject to change. The daily rate for in-room internet access is \$13.65. Parking is \$48 per day with in/out privileges.*



## LEARNING EXCHANGE ADDRESSING THE GAPS

### Monday September 28

This two hour session will include round table discussions, portions of case studies from closed projects and input from Architects, Specification Writers, and Legal Counsel. Topics will include the following job site issues:

- Writing and reading specifications for work
- Systems integration failures
- Work referenced in other sections, or not
- The submittal and substitution process
- Product selections and associated warranties from both the labor and materials suppliers
- Ideas on how to protect your work and those around you as well

All are encouraged to participate in this informative and interactive two hour session which will be registered as a 2 hour AIA/CES program. (2 LU)

# TCAA 2009 Convention Registration

**Check if First Time Convention Attendee**

Name \_\_\_\_\_

Nickname for Badge \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

SPOUSE/GUEST NAME (if registering for convention) \_\_\_\_\_

SPECIAL NEEDS (access or dietary) \_\_\_\_\_

For:  Myself  My Spouse/Guest  Both

## **CONVENTION REGISTRATION**

*(Includes all Business Sessions, Seminars, Meal and Social Functions EXCEPT GOLF. Supplier registration includes one 6' tabletop per company)*

	<u>By July 17</u>	<u>After July 17</u>
Contractor	<input type="checkbox"/> \$575	<input type="checkbox"/> \$625
Supplier	<input type="checkbox"/> \$625	<input type="checkbox"/> \$675
Spouse/Guest	<input type="checkbox"/> \$475	<input type="checkbox"/> \$475
Child*	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250

*\*Available only to children under 18 with one full parent registration*

## **NEW THIS YEAR**

### **Single Day Registration**

*(Perfect for additional staff at less cost. Includes all sessions, meals and social functions on selected day.)*

	<u>By July 17</u>	<u>After July 17</u>
Sunday, Sept. 27	<input type="checkbox"/> \$350	<input type="checkbox"/> \$395
Monday, Sept. 28	<input type="checkbox"/> \$300	<input type="checkbox"/> \$345

**Single Day Registrations available only with one full convention registration**

## **GOLF TOURNAMENT**

**(Saturday, September 26)**

Golfer(s)	Handicap	
1. _____	_____	<input type="checkbox"/> \$150
2. _____	_____	<input type="checkbox"/> \$150
<b>TOTAL CONVENTION/GOLF</b>		<b>\$ _____</b>

**Deadline for golf registration is August 30.**

**Mail Registration Form and Payment to:**

**Tile Contractors' Association of America  
10434 Indiana Ave • Kansas City, MO 64137  
Phone: (800) 655-8453 • Fax: (816) 767-0194  
Email: [chrisp@tcaainc.org](mailto:chrisp@tcaainc.org)**

## **DAL-TILE NITE RESERVATIONS**

*(Included in registration, but need to reserve seat)*

### **Monday, September 28**

- Reserve one seat for me
- Reserve seats for me and my spouse/guest

### **TROLLEY TOUR RESERVATIONS**

#### **Saturday, September 26**

- Reserve one seat for me
- Reserve seats for me and my spouse/guest

<u>By July 17</u>	<u>After July 17</u>	
<input type="checkbox"/> \$35	<input type="checkbox"/> \$40	per person

## **PAYMENT**

**TOTAL CONVENTION/GOLF/TOUR \$ \_\_\_\_\_**

- Payment by Check
- Payment by Credit Card

**Credit Card (circle one): MasterCard      Visa**

**Credit Card # \_\_\_\_\_**

**Expiration date \_\_\_\_\_ Security # \_\_\_\_\_**  
(3-digit # on back of card)

**Name as it appears on card**

**Billing Address (from credit card statement)**

**Signature**

# Advertising Opportunities

The TCAA convention program offers you a terrific opportunity to send your message home with attendees. Distributed at convention and by mail to TCAA members, the program includes the TCAA membership directory with information on all our members. Your ad is seen over and over again as your customers (or prospective customers) use the directory to connect with fellow TCAA members.

## AD SPECIFICATIONS

<b>FULL PAGE/COVER</b>	Non-bleed ad: 7-1/2" x 10" Bleed ad: 8-3/4" x 11-1/4" (trim size 8-1/2" x 11")
<b>1/2 PAGE AD</b>	Horizontal: 7-1/2" x 4-7/8" Vertical: 3-3/4" x 10"
<b>1/4 PAGE AD</b>	3-3/4" x 4-7/8"

## AD MECHANICS *(Additional charges will apply if not followed exactly)*

Electronic files (jpeg, tif, ai, eps, pdf). All accompanying art files and fonts must be included. Fonts must be embedded. For color ads, a color laser copy must be included with artwork. FILES SENT IN WORD OR PUBLISHER WILL INCUR AN ADDITIONAL CONVERSION CHARGE billed at \$45/hour. Ads sent on film will not be accepted.

**EMAIL ELECTRONIC ART FILES TO: [chrisp@tcaainc.org](mailto:chrisp@tcaainc.org)**

## Reservation, Payment and Art Due August 3, 2009

**SELECT** your Ad Size and Type, **COMPLETE** the following and **MAIL** with payment to

**Tile Contractors' Association of America  
10434 Indiana Ave.  
Kansas City, MO 64137**

## AD SIZES AND RATES (Check one)

<u>AD SIZE</u>	<u>BLACK/WHITE</u>	<u>COLOR</u>
Inside Front Cover	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150
Inside Back Cover	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150
Full Page	<input type="checkbox"/> \$ 595	<input type="checkbox"/> \$ 750
1/2 Page	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 500
1/4 Page	<input type="checkbox"/> \$ 375	<input type="checkbox"/> \$ 425

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Amount of Ad Selected \$ \_\_\_\_\_

Payment by Check

Payment by Credit Card

Credit Card (circle one):

MasterCard

Visa

Credit card # \_\_\_\_\_

Expiration date \_\_\_\_\_

Security # \_\_\_\_\_

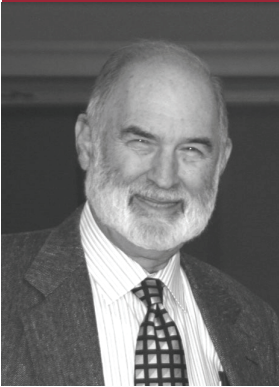
(3-digit # on back of card)

Name as it appears on card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

# TCAA 2009 Cesery Recipient



*Donald W. Schwartz*

**D**onald W. Schwartz, retired owner of Selectile of California has been selected as the 2009 recipient of the prestigious Carl V. Cesery Award. The award will be presented at the TCAA 2009 Convention scheduled for September 26-28 in Chicago, Illinois.

Don's involvement in the tile industry of Southern California has been extensive. He served on the board of the Ceramic Tile Institute, was one of the first graduates of its Ceramic Tile Consultants (CTC) course and later became a member of its Planning and Steering Committee. He was president of the Associated Tile Contractors of Southern California and served for many years on various committees such as the Arbitration Board, the local Trust Fund and Joint Apprentice Committee.

From the age of 17, when Don was hired by the founder of Selectile, James Kay, to work summers and vacations in the warehouse, he began learning the various aspects of the business from the ground up. In 1986 Don became the sole owner of Selectile of California and remained there until his retirement in 2001. Under Don's leadership, Selectile won numerous awards from both the Ceramic Tile Institute and the Tile Contractors Association of America for its workmanship and beauty of tile installations throughout Southern California in both residential and commercial installations. In 1986 the Ceramic Tile Institute awarded five craftsmanship awards to Selectile - the most ever presented in a single year to a single contractor. The Ceramic Tile Institute also presented its highest personal honor, The Golden Tile Award, to Don. A year later, the Western States Ceramic Tile Association presented Don its highest honor, naming him "Contractor of the Year."

Don became a member of TCAA in the 1980's. He served many years on the TCAA Board and was honored to serve as its president in 1996 and 1997. Please join us in offering congratulations to Don.