



## Convention Highlights

The Tile Contractors' Association of America held its 102nd annual convention October 2 – 5 at the Buena Vista Hotel and Spa in Orlando, Florida.

Ken Simonson, Chief economist Associated General Contractors of America was the Keynote Speaker for the Sunday luncheon. His remarks focused on the current economic influence on construction and the effects of the stimulus package. He also discussed the economic outlook for 2011 on the construction industry.

The very popular Learning Exchange, a program of multiple AIA CEU credit sessions conducted by TCAA supplier members, returned this year. The Learning Exchange kicked off with a roundtable presentation on "The Value of Ceramic & Stone Tile Installation Warranties" which was facilitated by David Debear, National Architectural Service Manager for Custom Building Products. Immediately following was an in-depth program on Green & Retrofit Architecture for TMT presented by Maria Viteri of IMI. In addition to TCAA members, the Learning Exchange program was attended by architects representing the Orlando area.

Speaking of architects, TCAA is committed to showcasing to architects the benefits of craftsmanship and professional installations offered by its members through its Trowel of Excellence™ certification program. Since its inception in 2005, twenty TCAA contractor companies have been certified in the Trowel of Excellence program.

The following companies were acknowledged for achieving Trowel of Excellence™ certification during 2010: Boston Tile & Terrazzo (Detroit, MI); Commercial Tile and Stone (Parma, OH); Continental Marble (Holbrook, NY); Corcoran Tile & Marble (Brook Park, OH); KrisStone, LLC (Roselle Park, NJ); Miller Druck (New York, NY); and Superior Tile & Stone (San Leandro, CA).

This year's convention was not just about work! Convention guests were treated to a delicious dinner at the Living Seas Salon during Dal-Tile Nite at Epcot®. After dinner, the group strolled to the Rue de Paris where mouthwatering desserts were served on a private veranda overlooking the World Showcase Lagoon. There, the group had front row seats to Epcot's® spectacular nighttime fireworks display, *IllumiNations: Reflections of Earth*.

Monday night, guests attended the Closing Banquet sponsored by IMI and IUBAC. During the banquet, Katie Springstead, the 2010 Architectural Scholarship winner, was introduced and addressed the group thanking them for the scholarship. Later in the evening the winning ticket for the iPad (*tickets for the prize drawing were sold throughout convention to help support the scholarship fund*) was drawn and the winner was.....Katie Springstead, one of the TCAA scholarship winners!

### CONVENTION EDITION

Trowel of Excellence™  
2011 Elected Directors  
Committee Reports  
2010 Convention Photos

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

# Trowel of Excellence™



Trowel of Excellence™ certification is awarded to companies that demonstrate superior craftsmanship, adherence to the highest industry standards and best management practices. The expertise and quality delivered by Trowel of Excellence™ certified companies offers highest value to architects and general contractors seeking the beauty, endurance and on-time / on-budget installation of their tile and stone projects. The customer's investment in tile and stone is best protected when those materials are installed by a Trowel of Excellence™ certified contractor.

## Trowel of Excellence™ Certified Contractors

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

John J. Sekora, CEO  
468 Elizabeth Avenue  
Somerset, NJ 08873-5200  
Ph: (732) 764-6700  
Website: [www.ArtisanNJ.com](http://www.ArtisanNJ.com)

### **Artisan Tile, Inc.**

Jennifer Panning, President  
9864 E. Grand River Avenue,  
#110-132  
Brighton, MI 48116  
Ph: (810) 220-2370  
Website: [www.artisantileinc.com](http://www.artisantileinc.com)

### **Boston Tile & Terrazzo Co.**

E.C. 'Bud' Mularoni  
23740 Grand River  
Detroit, MI 48219  
Ph: (313) 535-7700

### **Commercial Tile & Stone, Inc.**

Lucinda Noel, President  
5530 State Road, Suite 6  
Parma, OH 44134-2261  
Phone: (216) 741-8141

### **Continental Marble, Inc.**

Mathew A. Messina,  
Vice President  
1361 Lincoln Avenue  
Holbrook, New York 11741  
Phone: (631) 285-7265  
Website:  
[www.continentalmarble.com](http://www.continentalmarble.com)

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

Doug Taylor, President  
5197 W 137th Street  
Brook Park, OH 44142  
Phone: (216) 898-9920  
Website: [www.corcorantile.com](http://www.corcorantile.com)

### **DTI of Illinois, Inc.**

Brian Castro, President  
2511 Molitor Rd.  
Aurora, IL 60502-9682  
Ph: (630) 978-0400  
Website: [www.ctcac.org/  
dti\\_illinois\\_inc.php](http://www.ctcac.org/dti_illinois_inc.php)

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

Gerard Leva, Sr., CEO  
454 Lee Road  
Rochester, NY 14606  
Ph: (585) 647-3250  
Website: [www.egsackett.com](http://www.egsackett.com)

### **G.M. Sloan Mosaic & Tile Co.**

Dan Kotel, President  
101 Terrace Drive  
Mundelein, IL 60060-3826  
Ph: (847) 949-1010  
Website: [www.ctcac.org/  
gm\\_sloan\\_mosaic\\_tile\\_co.php](http://www.ctcac.org/gm_sloan_mosaic_tile_co.php)

### **KrisStone, LLC**

Michael Kriss, President  
472 E. Westfeld Avenue  
Rozelle Park, NJ 07204  
Ph: (908) 620-9700  
Website: [www.krisstone.com](http://www.krisstone.com)

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

Les Lippert, President  
N89 W14260 Patrita Drive  
Menomonee Falls, WI 53051  
Ph: (262) 437-9300  
Website: [www.lipperttile.com](http://www.lipperttile.com)

### **Miller Druck Specialty Contracting**

Alan Ackerman  
264 West 40th St., 9th Floor  
New York, NY 10018  
Phone: (212) 343-3300  
Website: [www.millerdruck.com](http://www.millerdruck.com)

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

Patrick Barrett, President  
1285 Oak Point Avenue  
Bronx, NY 10474  
Ph: (718) 378-6100  
Website: [www.portmorristile.com](http://www.portmorristile.com)

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

Tom McCarthy, Vice President  
66 Von Hillern Street  
Boston, MA 02125  
Ph: (617) 265-7285

### **Port Morris Tile & Marble Corp. New Jersey Office**

Ralph Avalon  
1221 Route 22 East, Suite 6  
Lebanon, NJ 08833  
Ph: (908) 236-0855  
Website: [www.shorestile.com](http://www.shorestile.com)

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

Ron Schwartz, President  
P.O. Box 90  
Monrovia, CA 91017  
Ph: (626) 401-9978  
Website: [www.selectile.com](http://www.selectile.com)

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

Michael Maiuri, President  
29975 Little Mack  
Roseville, MI 48066  
Ph: (586) 293-5540  
Website: [www.shorestile.com](http://www.shorestile.com)

### **Superior Tile & Stone**

Jerry D. Riggs, CEO  
2300 Polvorosa Avenue  
San Leandro, CA 94577  
Phone: (510) 895-2700  
Website:  
[www.superiortilestone.com](http://www.superiortilestone.com)

### **V.A.L. Floors, Inc.**

Philip Luppino  
555 Gotham Parkway  
Carlstadt, NJ 07072  
Ph: (201) 672-9320  
Website: [www.valfloors.com](http://www.valfloors.com)

### **Venice Terrazzo & Tile Co.**

Grace Gebhardt, President  
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Rockford, IL 61101  
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Website: [http://  
venice1918.com](http://venice1918.com)

### **William Erath & Son, Inc.**

Scott Erath, President  
4 Reith Street  
Copiague, NY 11726  
Ph: (631) 842-2244  
Website: [www.erathtile.com](http://www.erathtile.com)

**For more information on TCAA or  
Trowel of Excellence™ certification,  
call (800) 655-8453  
or visit TCAA online at [www.tcaainc.org](http://www.tcaainc.org).**

# Message

## From the President

Orlando and Disney certainly helped make the 102<sup>nd</sup> TCAA Convention a special memory for me and I hope for all of you as well! My favorite moment was when some of the children and grandchildren in attendance came face to face with the marine life in the giant Epcot aquarium at the Dal-Tile Nite at Epcot. The look of sheer joy and amazement on their faces was priceless. After all it is about family that we come to convention. Whether it is our personal families or our industry families, we come together to grow and learn.

Our suppliers were there to help educate us on new products and technologies. Labor provided insights on new systems for using ceramic tile on exterior installations. Members shared new ideas and encouragement to help succeed in today's market. A feeling of "we're all in this together" gave me a mindset that we can make it through these trying times.

Proof that our future is bright came in such an unexpected moment. Our scholarship winner, Katie Springstead of the University of Notre Dame gave the most gracious thank you I have ever heard. In the simplest of terms, she expressed her gratitude to us and explained how hard she has worked to accomplish her dream of being an architect. There wasn't a dry in the house. Such determination, as shown by Katie, can insure all of us a great future.

Speaking of the future, we at TCAA look forward to hosting a regional LEEDership Conference this spring in San Francisco. We continue to participate in national standards meetings to ensure our interests are represented. We also participate in national labor meetings where our representatives are working with labor to gain market opportunities.

TCAA is here to help make all of us the best we can be. Have a wonderful and prosperous new year!

John Trendell  
TCAA President

2011 TCAA President



John Trendell

# Technical

## Committee Report

Ron Schwartz  
ANSI Committee

### OVERVIEW OF CLARIFICATIONS TO BE MADE TO TCNA HANDBOOK

More work has been done in anticipation of the latest edition of the TCNA Handbook for Ceramic Tile Installations to be released this Spring. Along with new CAD drawings being created and/or modified, language is being standardized for consistency among all the methods. There will also be increased emphasis on substrate flatness.

#### "New" Methods

Almost identical or duplicate methods were created to differentiate tiling at areas of concrete on-ground vs. concrete above-ground. An example would be the existing F113 would now have a F113A counterpart, the "A" indicating above ground. However in some instances of published methods, separate above-ground methods were not created in which installation methods and materials would be identical.

Two mortar bed methods were broken out as separate methods to make the option of using a mortar bed with radiant heat more accessible. Previously, these options were buried within their respective mortar bed methods, outside of the "RH" section.

(continued page 4)

### TCAA Elects Directors

At its annual membership meeting, TCAA contractors elected the following directors for terms beginning January 1, 2011:

**Lucinda Noel**, (*Commercial Tile and Stone*)  
to serve a two-year term as Director

**Tommy Conner**, (*Superior Tile & Stone*)  
to serve a two-year term as Director

### Committees

#### Handbook Committee

**Ron Schwartz**, representing the west coast  
(*Selectile of California, Inc.*)

**Brad Trostud**, representing the east coast  
(*Trostrud Mosaic & Tile Co., Inc.*)

#### ANSI Committee

**Ron Schwartz**, (*Selectile of California, Inc.*)

**John Trendell**, (*Trendell Consulting, LLC*), will serve as the Alternate representing TCAA on both the Handbook and ANSI Committees.

Some other changes of interest that are noteworthy are:

- F103B was created to distinguish the use of a drainage mat. Previously, its use was allowed, per F103, but doing so was difficult to find and reference.
- W231 and W241 were combined into W231/241. These methods had minor, non-competing differences and were easily combined.
- F116 was broken out into F116E (epoxy) and F116O (organic adhesive). This was done due to the significant differences in installation performance when epoxy vs. organic adhesive is used to set floor tile.
- W202 was broken out into W202E (exterior) and W202I (interior).

Changes and clarifications have been made to the drawings and installation procedures of tiled pools and steam rooms.

**Service Rating**

The rating listed in the Floor Tiling Installation Guide is now listed within each floor method. Multiple ratings are to be listed when appropriate.

**Environmental Classifications**

In 2008, the Handbook Committee approved replacing the Wall Tiling Installation Guide with the Environmental Classifications. Classifications have now been applied to all methods.

**Membrane Options**

A new section has been added to help the end-user understand what, if any, membranes may be used with a particular method. Membrane types already mentioned in some way as an option in a given method are listed accordingly. Membrane types not already mentioned as an option in a given method are included in several methods for consideration. In such instances, the membrane options are to be highlighted.

**Requirements & Preparation by Other Trades and by Backer Board Installers**

Changes to these sections were made primarily for consistency and to more-clearly define the design professional's and tile contractor's responsibilities versus what is outside the tile contractor's role.

Example: minimum thickness and minimum compressive strength of poured gypsum underlayment is now listed under Preparation by Other Trades rather than under Requirements. New substrate tolerances are also to be listed in Preparation by Other Trades or in Preparation by Backer Board Installers.

**Materials**

ISO grout and mortar specifications are now to be included. ISO and ANSI specifications are "either/or" meaning they do not correlate. The design professional is to choose the minimum performance material based on the requirements.

Some changes were made to the minimum recommended performance particularly for mortars, in some methods. For example F101 previously allowed A118.1 mortar, but now requires the use of an A118.4 mortar.

**Additional Items**

In addition, there will be new emphasis on some of the installations involving Stone which will include additional details as required and a selection/installation guideline. There will also be new guidelines pertaining to the selection and installation of Glass tile.

Included will also be new and revised guidelines for Grout, "Specifying Green" and selecting Ceramic Tile (based on A137.1).

It is anticipated that this new edition will be released prior to Coverings.

**Project of the Year Awards**

TCAA honored outstanding projects in both Commercial and Residential tile installations. These projects were recognized during the Project of the Year luncheon held during convention. The 2010 Project of the Year recipients are:

**Commercial Category**

**1st Place** Selectile of California, Inc.  
*(Anaheim, CA)*

**2nd Place** Trostrud Mosaic & Tile Co., Inc.  
*(Wood Dale, IL)*

**Residential Category**

**1st Place** G.M. Sloan Mosaic & Tile Co.  
*(Mundelein, IL)*

**2nd Place** Port Morris Tile & Marble Corp.  
*(Bronx, NY)*

**Technical Merit**

Technical Merit  
KrisStone, LLC.  
*(Roselle Park, NJ)*



*Michael Kriss of KrisStone, LLC accepts the Technical Merit award from Jerry Leva and John Trendell*

# Committee UPDATES

## Scholarship

### Committee Report

Submitted by Jennifer Panning

Three deserving scholars were awarded a total of \$6,000 in scholarships in 2010. Katie Springstead from the University of Notre Dame, one of the Architectural recipients, attended convention and was recognized for her achievements. The other Architectural Scholarship recipient was Alison Ledwith from the University of Texas. The TCAA Family Scholarship was awarded to Philip Lupino, V.A.L. Floors, Inc.

Guests attending convention contributed \$1,210.00 to the scholarship fund by purchasing tickets for the raffle. Katie Springstead won the raffle and was thrilled with her new iPad.

The 2011 TCAA Architectural and Family scholarship applications can be accessed at: [www.tcaainc.org](http://www.tcaainc.org)

Thank you to the following for their support of the scholarship fund in 2010, Emily Williams and the Ceramic Tile Promotion Fund of Greater New York & New Jersey.

#### **PLEASE CONSIDER DONATING TO THE SCHOLARSHIP FUND THIS YEAR!**

Your past generous support has resulted in twenty architectural scholarships in the amount of \$40,000.00 and 11 family scholarships in the amount of \$22,000.00 to date.

Tax-deductible contributions can be made by sending checks to:

TCAA Scholarship Fund  
c/o Truman Heartland Community Foundation  
300 N. Osage  
Independence, MO 64050

Make checks payable to: **Truman Heartland Foundation**



*John Trendell and Doris Sekora present a Certificate of Appreciation to Emily Williams for her support of the TCAA Scholarship program*

## Labor Committee Report

John Trendell  
Labor Committee Chair

**T**CAA was represented by John Trendell at the IUBAC convention in Las Vegas held in September. The IUBAC holds a convention every five years to elect national officers and conduct the union's business. A series of programs highlighted areas of interest, especially ideas for providing more work opportunities for the members. John was part of a panel discussion in which he outlined several work conditions that have provided a more competitive market in his geographical area.

In Ohio a contractor can be signatory to a statewide agreement allowing him or her to take their work crews anywhere in the state. The state agreement also allows for a residential/small commercial wage rate that is more competitive. Along with the wage, a benefit structure allows the craftworker to choose funding options. John reported that a number of local officers approached him after the presentation for more information on the Ohio plans.

Newly elected IUBAC President, Jim Boland, emphasized that he was in complete support of a fully funded IMI. He stressed that marketing, training, and education were the backbone of a successful labor union. Just such a resolution was passed by the convention.

*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.*

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## Change and Opportunity

With a change in the International Building Code's section on acceptable weather covering for building exteriors, tile will now claim its proper place as an exterior finish. The code change will take effect in April of 2011. The new text limits any porcelain tile face dimension to three square feet total, and less than nine pounds per square foot. Anything bigger has to be mechanically anchored, which will bring more reliable exterior tile installations by qualified contractors.

We applaud the IMI's work on this issue," said John Trendell, TCAA President. "It is certainly important for architects and owners to understand the materials they have chosen for an exterior installation. With the right materials and the high quality installation practices offered by our companies, architects and owners can be assured of the best possible installation."

With this and other changes in the construction market comes new work opportunities for BAC members and signatory contractors. BAC, IMI and ICE are committed to developing and promoting the training programs and research and development to increase signatory contractors' market share and to provide BAC members with the training to keep them working.

To keep BAC signatory contractors and officers informed of new opportunities, the training available, and information on how to bid this work and claim it as BAC's jurisdiction, BAC created a new password protected website "BAC Opportunities". . For more information on how to access this website or if you would like to receive the revised password from ICE on a monthly basis, please contact Matt Aquiline at [maquiline@icebac.org](mailto:maquiline@icebac.org) to be placed on the BAC Opportunities Password list.

"We all must find ways to gain back market share so that we as contractors and skilled craftworkers can make a good living, provide for our families, and receive a well earned retirement" said Trendell.

By partnering with rain screen wall manufacturers BAC and IMI are able to gain their support for using BAC members to install their products and create new opportunities for signatory contractors and members. Masonry rain screen walls come in many types, from vented to pressurized, from a typical masonry cavity wall or masonry veneer over metal studs wall with proper air control. Masonry rain screen walls are defined as those cladding systems, typically terra cotta, calcium silicate, natural stone or porcelain tile, attached to the substrate with a metal rail support system over an air/water/vapor barrier. With either open or closed joints between cladding units, these systems allow the free flow of air behind the facade but not into the building – to allow for adequate drainage and drying. Rain screen wall systems are gaining a greater share of the building envelope because of their performance and appearance. Architects and building owners are more likely to specify rain screen wall systems when the product is installed by skilled BAC craftworkers trained by BAC/IMI instructors.

Another new product on the market is RCT (Rapid Curing Terrazzo) a highly-engineered, thin profile (3/8") poured in place of polyacrylate terrazzo that offers timeless aesthetics, extreme durability, and ease of maintenance. When combined with marble or other terrazzo aggregates such as recycled glass, RCT forms a light-weight, polymer modified, terrazzo that exceeds the performance specification for polyacrylate modified cement terrazzo.

This system offers unlimited opportunities to the architect by offering an excellent overlay solution to an existing floor. The manufacturer is now in the process of having RCT approved as an asbestos abatement solution over existing VCT floors. Quick drying time of four hours enables other trades to walk on this terrazzo resulting in more efficient construction schedules. Architects' reviews of this product have been favorable due to the LEED credit potential and ease of application when comparing RCT to other types of finished floor systems.

"Sustainability is much more than chasing LEED points, it is about building system performance," says Maria Viteri, AIA, LEED AP, of IMI. "Energy savings and how the system performs in managing air, moisture and vapor are now key and Tile can play an important role creating new work opportunities."

For more information on International Masonry Institute go to [www.imiweb.org](http://www.imiweb.org) .

# 2010 Convention

*Highlights at Work*



# *And Play*



# 2010 Projects of the Year

## Commercial Category

**1ST PLACE**



**Disney Grand California Hotel Expansion**  
Selectile of California, Inc

**2ND PLACE**



**Artistic Tile Showroom**  
Trostrud Mosaic & Tile Co., Inc.

## **TECHNICAL MERIT**

**Bergen Town Center Mall**  
KrisStone, LLC



## Residential Category

**1ST PLACE**



**Hawthorn Woods Country Club**  
G.M. Sloan Mosaic & Tile Co.

**2ND PLACE**



**246 Spring Street**  
Port Morris Tile & Marble Corp.