



## CONVENTION EDITION

IMI Article

Committee Reports

2011 Convention Registration

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[www.tcaainc.org](http://www.tcaainc.org)



## 2011 Convention

### AIMING FOR THE BULL'S EYE OF EDUCATION

The upcoming TCAA convention is wasting no time in providing targeted education for the tile and stone contractor and will host two of the most requested programs presented by the International Masonry Institute (IMI) - Adhered Veneers and Maximizing Sustainable Solutions with Tile, Marble and Terrazzo. These programs focus on necessary skills for the tile and stone contractor interested in business development opportunities in two areas of growth – exterior applications and sustainable building projects. Every contractor is invited and **every** contractor **should** schedule time for these sessions.

We don't need a crystal ball to see that project opportunities are ever changing. Traditional skills are not enough for competing in a construction environment that has redefined the scope of work for the tile and stone contractor. New materials and systems are being developed and launched at record setting paces and architects are quick to turn to a "new" way to provide design solutions.

As TCAA contractors, we already have an "inside advantage" on installation methods, but when it comes to certain materials, for example porcelain tile, it's the outside that can make a big difference. Recent changes within the International Building Code that recognize porcelain tile as an acceptable weather covering for building exteriors have already provided some of our contractors with additional hours of opportunities on the exterior face of a building.

The popularity of adhered veneers has spurred a rapid offering of materials that are successfully enticing architects with a multitude of finishes, textures and colors. IMI's Contractor College session on Adhered Veneers will introduce tile and stone contractors to materials options, installation practices, and quality assurance guidelines. During the 2 hour session, contractors will be taken through best practices for installation techniques based on details, material understanding, tolerances, and code implications.

As a perfect complement to the Contractor College on Adhered Veneers, IMI will also be presenting its Maximizing Sustainable Solutions with Tile, Marble, and Terrazzo, a program that drew a lot of audience attention at the recent Coverings Expo for its ability to address the many issues related to sustainable tile, marble, and terrazzo projects. Speaking to an audience of architects and contractors at Coverings, IMI asked the very important question "Why" related to the use of tile, marble and terrazzo systems.

*(continued on page 5)*

# Message

## From the President



John Trendell

### FINDING OPPORTUNITIES

Recently, I had an opportunity to bid a project that had elements of design I was not very familiar with. I knew a member of TCAA that did. I picked up the phone, talked to my friend and I was able to put together a competitive bid that is still in the running at this time. I also talked to another friend and member of TCAA who told me how successful their company has been capturing work in a new area of installation for them.

All of us know how difficult it has been to capture work in the present economic environment. But it is through membership in TCAA that I have found new opportunities to gain sales. I have relied on my friends in TCAA for valuable information for years.

Just last week I attended an International Masonry Institute (IMI) seminar on air barriers. There were contractors, craftworkers, designers, and suppliers, all there to provide valuable input on installation methods and costs. Building envelopes are a great opportunity to gain market share because of their size and scope.

TCAA and IMI will be providing important information on building envelopes with two seminars at this year's convention. The presentations are Adhered Veneers and Maximizing Sustainable Solutions with Tile, Marble and Terrazzo. Convention also provides the perfect venue to collaborate with friends and associates regarding job opportunities. I always find great opportunities to help my business at convention.

TCAA is a great resource. Contact our staff, affiliated members such as IMI, or member contractors if and when an opportunity strikes and you need good information fast. I look forward to seeing all of you at convention in San Diego. See you there!

John Trendell  
TCAA President

# 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. Make sure your customer's investment in tile and stone is protected by having those materials installed by a Trowel of Excellence™ certified contractor.



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

### Trowel of Excellence™ Certified Contractors

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Somerset, NJ 08873  
(732) 764-6700  
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Artisan Tile, Inc.  
Brighton, MI 48116  
(810) 220-2370  
[www.artisantileinc.com](http://www.artisantileinc.com)

Boston Tile & Terrazzo Co.  
Detroit, MI 48219  
(313) 535-7700  
[www.bostontiledetroit.com](http://www.bostontiledetroit.com)

Commercial Tile & Stone, Inc.  
Strongsville, OH 44136  
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[www.commercialtile.com](http://www.commercialtile.com)

Continental Marble, Inc.  
Holbrook, NY 11741  
(631) 285-7265  
[www.continentalmarble.com](http://www.continentalmarble.com)

Corcoran Tile & Marble, Inc.  
Brook Park, OH 44142  
(216) 898-9920  
[www.corcorantile.com](http://www.corcorantile.com)

DeAnza Tile Co., Inc.  
Palo Alto, CA 94303  
(650) 424-0356  
[www.deanzatile.com](http://www.deanzatile.com)

DTI of Illinois, Inc.  
Aurora, IL 60502  
(630) 978-0400  
[www.ctcac.org](http://www.ctcac.org)

Eugene G. Sackett Co., Inc.  
Rochester, NY 14606  
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[www.egsackett.com](http://www.egsackett.com)

G.M. Sloan Mosaic & Tile Co.  
Mundelein, IL 60060  
(847) 949-1010  
[www.ctcac.org](http://www.ctcac.org)

KrisStone LLC  
Rozelle Park, NJ 07204  
(908) 620-9700  
[www.krisstone.com](http://www.krisstone.com)

Lippert Tile Company, Inc.  
Menomonee Falls, WI 53051  
(262) 437-9300  
[www.lipperttile.com](http://www.lipperttile.com)

Miller Druck Specialty Contracting  
New York, NY 10018  
(212) 343-3300  
[www.millerdruck.com](http://www.millerdruck.com)

Port Morris Tile & Marble Corp.  
Bronx, NY 10474  
(718) 378-6100

Selectile of California, Inc.  
El Monte, CA 91732  
(626) 401-9978  
[www.selectile.com](http://www.selectile.com)

Shores Tile Co., Inc.  
Roseville, MI 48066  
Phone: (586) 293-5540  
Website: [www.shorestile.com](http://www.shorestile.com)

Superior Tile & Stone  
San Leandro, CA 94577  
Phone: (510) 895-2700  
Website:  
[www.superiortilestone.com](http://www.superiortilestone.com)

V.A.L. Floors, Inc.  
Carlstadt, NJ 07072  
Phone: (201) 672-9320  
Website: [www.valfloors.com](http://www.valfloors.com)

Venice Terrazzo & Tile Co.  
Rockford, IL 61101  
Phone: (815) 964-6824  
Website: <http://venice1918.com>

William Erath & Son, Inc.  
Copiague, NY 11726  
Phone: (631) 842-2244  
Website: [www.erathtile.com](http://www.erathtile.com)

# Scholarship Committee Report

We are pleased to announce that Sarah Lippert, daughter of Jeff Lippert, co-owner of Lippert Tile of Menomonee Falls, Wisconsin, has been selected as the 2011 TCAA Family Scholarship recipient.

We received seven applications for the Family Scholarship and thirty applications for the Architectural Scholarship. At present, the judges are working overtime to evaluate the architectural student's applications.

Please join us in thanking the judges; Les Lippert, Brian Leva, Jennifer Panning and Lucinda Noel for their time evaluating the student's applications.

Thank you for all of your support of the scholarship fund in the past and please remember that you can donate to the scholarship fund anytime by sending your donation to the address listed below.

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**

# Labor Committee Report

John Trendell  
Labor Committee Chair

On Monday and Tuesday February 22<sup>nd</sup> and 23<sup>rd</sup> 2011 TCAA representatives met with officials of the International Union of Bricklayers and Allied Craftworkers (IUBAC) in San Diego. TCAA was represented by Ron Schwartz, Jennifer Panning, Pat Barrett, Grace Gebhardt, Tommy Conner, Brad Trostrud, and John Trendell.

In a separate meeting on Monday TCAA members had a candid discussion with the IUBAC regarding enforcement of benefit payments, fighting non-union work by union members, local negotiations, and market recovery. It was emphasized by both sides that a partnership has to be for the good of all parties and that the economic times require competitive pricing of our product.

The Labor-Management meetings on Tuesday morning covered pension fund issues, job generating programs, and prevailing wage rates with emphasis on "independent contractor" misclassifications. The craft committee meeting in the afternoon gave an update presentation on new ANSI installation standards and the 2011 TCNA Handbook. Quality workmanship issues were also discussed in the session.

The labor committee would like to hear from members, any ideas regarding negotiation points and/or concerns.

# Technical Committee Report

Ron Schwartz  
Technical Committee Chair

## Technically Speaking, It's Gotten Technically Wrong

I remember coming back from vacation in 1985 to find a personal computer sitting on my office desk. I immediately went to the person I knew put it there and told her to get rid of it, I don't need it.

Now we've gotten to the stage where nearly everyone carries some sort of computing device with them all the time. Estimating has become as simple as the digital point and shoot camera, or in our case drag and click.

We no longer get a set of plans in the mail. It's some sort of file on CD, DVD or electronic version to get online. The monitor has nearly replaced the plan table, tracing paper eliminated for a plotter, and scales for a digitizer. Like taking a photograph, it's gotten too easy.

But it's not.

In talking to several contractors, too many things are being overlooked in estimates. It has become the first question that comes to the mind of owners upon being awarded a job, especially these days, "What did we miss?" Unfortunately, it is far too common that the answer found is that something was missed in the bid process.

As great as technology has been in making us more efficient in producing bids, it has at the same time, made the estimator more proficient in making mistakes or missing something all together. There has to be a "Back to Basics" approach in estimating.

Just about all of the "Old Timers" learned by going through each page of plans, reviewing notes and legends and then doing it again. Estimators today, even the veterans, have become complacent, looking for items to jump right out at them.

Estimators rely too much on what the computer is telling them and not what is in front of their eyes. Areas receiving tile - if not missed - can be miscalculated because the wrong scale size is entered. Opening up each page becomes too time consuming or bogs down the computer. Designation of QT-1 gets mistaken for CT-1 or the assumption that PT-1 is paint and not a paver tile.

All in all, the fix is quite simple. More Care, Time and Diligence must be used in the preparation of a bid. A Back to Basics approach is really needed, especially in times when the margins on a bid are nearly non existent.

# BUILDING SOLUTIONS FOR THE PEOPLE WHO BUILD AMERICA.

At Ullico Casualty Group Inc., we create insurance products designed to grow the labor movement. From our core fiduciary liability insurance for multiemployer and public benefit funds to our captive solutions that help reduce the cost of workers' compensation for unionized employers, Ullico Casualty provides solutions for the risk problems of our labor affinity market.

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# Ullico Casualty's Solutions for the Union Workplace

*Submitted by: Chris Kramer,  
Director of Marketing/Captives, ULLICO Casualty Group Inc.*

Much as the TCAA provides valuable benefits to its union contractor membership in the tile contracting industry, Ullico Casualty Group Inc. ("Ullico Casualty") serves the union contracting industry by providing risk solutions for the union workplace. Daniel Aronowitz, President of Ullico Casualty, says, "We are proud to team up with the TCAA in its honorable mission to promote the adoption of awarding contracts to responsible contractors. We, too, are devoted to serving responsible contractors, such as those in the TCAA."

Ullico Casualty, which has been providing fiduciary liability insurance for trustees of multiemployer funds for over twenty-five years, evolved to expand its array of products and services to protect both labor and management. Its surety bonding program, for example, participates in the Small Business Administration's Prior Approval Program, which helps contractors who may not qualify for traditional bonding. Aronowitz says, "Our surety platform serves established contractors and also helps emerging contractors compete for projects, which leads to union job creation and an improvement in our economy."

Similar to the TCAA's commitment to the future and betterment of the tile industry by using highly skilled union tile contractors, Ullico Casualty actively works with many labor leaders and union employers to identify the unique issues that both labor and management face. "An important emerging issue," says Aronowitz, "is that the insurance marketplace is not consistent in how it underwrites workers' compensation for the signatory contractor. We believe the answer to this problem is the captive model for workers' compensation insurance."

Under a captive insurance program, contractors may share in potential underwriting profits gained from good loss experience to help reduce the cost of risk over time. More predictable pricing is another added benefit so contractors will be able to budget workers' compensation premium more accurately.

As a result of working with a local labor and management organization, for example, Ullico Casualty developed a successful captive insurance group for union contractors in West Virginia. According to Aronowitz, they are expanding their portfolio of captives with a larger scale captive for qualified union employers. He explains that these captives have the potential to reward contractors for the low loss ratios that may result from their responsible decision to use union labor on projects.

Another benefit of this captive model is that it brings like-minded people together to collectively solve issues in their industries. In the West Virginia captive, contractors studied their loss trends and identified a spike in eye injuries. As a result, they implemented certain safety guidelines, such as mandating goggles on the job site. Also, the employers have better access to loss control materials and workshops. Now the contractors have a greater chance for dividends on their insurance premiums because of their group loss control solution.

"We believe that our captive programs for union contractors will see as much success as our surety bonding program and will provide value-added benefits to contractors who choose union workers," says Aronowitz. "We strive to reward responsible contractors who know that they may need to pay higher wages, but in return receive quality craftsmanship and provide good benefits to working American families."

## AIMING FOR THE BULL'S EYE OF EDUCATION

*(continued from page 1)*

The answer – "Because tile, marble and terrazzo systems offer numerous solutions to improved indoor air quality and thermal comfort" – made an impression on architects who are now seeking multi-attribute characteristics for their material choices.

As IMI explains it, Maximizing Sustainable Solutions with Tile, Marble and Terrazzo touches on the top issues related to sustainability – systems performance, material attributes, code implications (including the new CalGreen code), specification language, and installation practices. The program promises to leave every attendee with practical guidelines that can be immediately applied on all green projects.

For more information on these programs, contact Maria Viteri, AIA, LEED AP at [mviteri@imiweb.org](mailto:mviteri@imiweb.org).

# 2011 TCAA Convention

## Location

### Hyatt Regency Mission Bay Spa and Marina

1441 Quivira Road,  
San Diego, California, 92109

Just minutes from Historic Old Town, SeaWorld Adventure Park and Pacific Beach Boardwalk, the Hyatt Regency Mission Bay Spa and Marina offers a lush, tropical setting with unparalleled views of Mission Bay, the Pacific Ocean and downtown San Diego. Recreational activities abound, with jogging and cycling paths, three new pools, multiple water slides, a waterfront fitness center, eco-friendly spa and full-service marina. And, of course, there's mouthwatering cuisine prepared by the resort's award-winning chef and Hyatt's signature staff service.



The beautiful Hyatt Regency Mission Bay Spa and Marina is offering outstanding discounted room rates for TCAA convention attendees. These rates are available three days before and after our convention dates, so come early and stay late (*subject to hotel availability*):

**Standard room \$159 \*\*\* 1-Bedroom Suite \$209**

*Rates are inclusive of all resort fees and include complimentary in-room internet access. Tax is 12.5%.*

### Reservations

**Phone: 888-421-1442** (*Be sure to state that you are attending the TCAA convention to get the discounted convention rate.*)

**Online Reservations:** <https://resweb.passkey.com/go/2011tcaa>

**Cut-off for discounted rates is September 14.**

**THANK YOU TO OUR 2011 CONVENTION CO-HOST  
NORTHERN CALIFORNIA TILE INDUSTRY LABOR MANAGEMENT COOPERATION TRUST FUND  
AND THE FOLLOWING SPONSORS**

**Crossville, Inc.**  
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**Custom Building Products**  
Golf Outing

**Ceramic Tile Promotion Fund of Greater  
New York & New Jersey**  
Meet the Suppliers Breakfast and  
Joint Supplier Council/Board Breakfast

**Daltile Corporation**  
Dal-Tile Nite at the Zoo

**Florida Tile**  
Margarita Marketplace

**International Union of Bricklayers & Allied Crafts  
and International Masonry Institute**  
Recognition Banquet

**John and Mary Trendell**  
President's Reception

**Laticrete International**  
Keynote Luncheon

**MAPEI Corporation**  
Tote Bags

**Noble Company**  
Contractor College Refreshments

**Ullico Casualty Group, Inc.**  
Contractor Breakfast & TCNA 2011 Handbooks

# Schedule of Events

## **Saturday October 15**

- 8:00am-1:00pm Board Meeting
- 2:00pm-5:30pm Contractor Registration
- 6:00pm-10:00pm Dal-Tile Nite at the Zoo  
*Sponsored by Daltile Corporation*

## **Sunday October 16**

- 8:00am-9:30am Contractor Breakfast & Presentation - Captive Insurance Solution for Signatory Contractors  
*Sponsored by Ullico Casualty Group, Inc*
- 9:30am-11:30am Contractor College  
*Refreshments Sponsored by Noble Company*
- 11:30am-12:30pm Contractor Networking Lunch
- 1:00pm-3:00pm Annual Contractor Business Meeting
- 3:00pm-5:00pm Management Roundtable
- 2:00pm-5:00pm Exhibitor Registration and Tabletop Set-Up
- 5:30pm-7:30pm President's Reception  
*Sponsored by John and Mary Trendell*

### Evening on Own

*(Complimentary transportation to Gaslamp Quarter and Pacific Beach)*

## **Monday October 17**

- 8:00am-9:30am Architect/Designer Registration
- 9:00am-2:00pm La Jolla Shopping & Sightseeing Tour
- 8:00am-9:15am Meet the Suppliers Breakfast  
*Sponsored by Ceramic Tile Promotion Fund of New York & New Jersey*

## **Monday October 17** *continued*

- 9:30am-10:30am Break-Out Session I
- *Natural Stone Foundations*
  - *From ANSI to ISO*
  - *Grout: Technology of Color and Appearance*
- 10:45am-11:45am Break-Out Session II
- *Maximizing Sustainable TMT Solutions*
  - *Moisture Management in Tile Showers*
  - *Above Ground Tile Installations Requirements*
- 12:00pm-1:30pm Keynote Luncheon  
*Sponsored by Laticrete International*
- 1:30pm-2:30pm 2011 Handbook Changes for Design Professionals
- 2:30pm-4:30pm Margarita Marketplace  
*Sponsored by Florida Tile*
- 4:30pm-6:30pm Exhibitor Tear-Down
- 7:00pm-9:00pm Recognition Banquet  
*Sponsored by IUBAC and IMI*

## **Tuesday October 18**

- 7:30am-8:30am Joint Board of Directors/Supplier Council Breakfast  
*Sponsored by Ceramic Tile Promotion Fund of New York & New Jersey*
- 9:00am-4:00pm Golf Outing - Maderas Golf Club  
*Sponsored by Custom Building Products*
- 10:00am-3:00pm San Diego by Land & Sea Tour
- 5:00pm-7:00pm Farewell Reception and Golf Awards



## Keynote Speaker

Gene Marks is a small business management columnist, author, speaker, and business owner. Gene's weekly columns and blogs for The New York Times, Forbes, Business Week and The American City Business Journal are read by thousands of small and medium sized business owners around the country. Gene has written five books on business management, specifically geared towards small and medium sized companies. His latest book is *In God We Trust: Everyone Else Pays Cash. Simple Lessons From Smart Business Owners.*

Gene owns and operates The Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 700 companies and thousands of business owners throughout the country. Prior to starting The Marks Group, Gene spent nine years as a senior manager in the entrepreneurial services arm of international consulting firm KPMG in Philadelphia. Gene is a CPA and regular guest on national radio and TV talk shows including CNBC, FOX News, FOX Business Channel, and MSNBC. He regularly presents his Quicker! Better! Wiser! workshops and seminars across the country.

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](mailto:info@tcaainc.org)  
Website: [www.tcaainc.org](http://www.tcaainc.org)

# Educational Sessions

## Learning Exchange

### **From ANSI to ISO: Improvements in Performance Evaluation**

*An explanation of how the changes in the tile industry require the need for performance evaluations; and the major differences between ANSI and ISO and how they affect long term installations. Presented by: **MAPEI Corporation***

### **Moisture Management in Tiled Showers**

*This seminar will compare traditional waterproofing systems with modern waterproofing technology to show how tiled showers have evolved. The fundamentals of both approaches, including proper design, execution, and function will be presented, with close attention paid to common errors, as well. The benefits of bonded waterproofing technology and how it has improved tiled showers will be stressed. Presented by: **Schluter Systems***

### **Major Changes to the 2011 TCNA Handbook**

*Every few years, the TCNA revises the TCNA Handbook for Ceramic Tile Installations; however, in 2011, the TCNA made major changes to the handbook. These changes can affect how Design Professionals select tile and stone installation methods for specific applications. This practical CEU points out the important changes to the Handbook and is designed to assist Design Professionals to properly use the 2011 Handbook and how to properly specify tile, glass and stone installations. Presented by: **Laticrete International***

### **Natural Stone Foundations**

*A study of the geology of natural stone, how it is quarried, processed, then brought to market for use in building design. Presented by: **Daltile Corporation***

### **Grout: The Technology of Appearance and Color**

*A discussion of the purpose of grout in ceramic tile and natural stone settings; different grout options and where to use them; factors that can potentially cause color and shading issues; and Efflorescence - what causes it, proper care and maintenance. Presented by: **H.B. Fuller Construction Products Inc***

### **Maximizing Sustainable Tile, Marble and Terrazzo Solutions with Masonry**

*This seminar will show how tile, marble, and terrazzo systems provide direct and recognizable sustainable outcomes including meeting LEED guidelines for improving energy efficiency, addressing indoor air quality, and maintaining environmental stewardship. Presented by: **Maria Viteri, AIA, LEED AP, International Masonry Institute***

### **Above Ground Tile Installations Requirements**

*This detailed program will explore the above ground methods of tile & stone installation that are now clearly defined and what requirements and options are available. Presented by: **Custom Building Products Inc***

## Contractor College

### **Adhered Veneers**

*Presented by: **Maria Viteri, AIA, LEED AP International Masonry Institute***

This seminar will discuss different types of adhered masonry units, such as manufactured and natural stone, and discuss relevant code requirements, existing and proposed industry standards, and manufacturer installation recommendations. This seminar will take a look at the whole adhered veneer system and explore common and best practice barrier and drainage wall system concepts.

#### Learning Objectives:

- Understand basic function of adhered veneers
- Learn how to design and detail adhered veneers
- Discover resources for technical information
- Acquire insight into how to properly install adhered veneers



*IMI Adhered-veneers Seminar—2010*



# Convention Fun!

## Dal-Tile Nite @ the Zoo

**Saturday October 15**  
**6:00pm-9:30pm**

This year's Dal-Tile Nite brings TCAA's own "party animals" up close and personal with the party animals who call the world-famous San Diego Zoo home.



Your evening begins with a short motorcoach ride from the hotel to the Zoo where you will board a double-decker bus for a 35-minute driving tour of the Zoo's many captivating exhibits. Final stop on the tour is Treetops, a unique and delightful Zoo venue that captures life on the African plains. Here, you will enjoy cocktails as you mix and mingle with some of the Zoo's exotic animals and visit with their handlers. Be sure to bring your camera!

After bidding your new animal friends goodnight, settle back for a leisurely and delicious dinner.

*Notice to Exhibitors: To ensure the safety and enjoyment of attendees and our special animal guests, space for this event is limited. Priority will be given to contractors, their families and guests, and Daltile partners.*

*Exhibitors who wish to attend are asked to check the Dal-Tile Nite box on the convention registration form. You will be advised no later than one week prior to convention whether we can accommodate your reservation request.*

## Golf Outing!



**Tuesday October 18**  
**9:00am - 4:00pm**  
**Maderas Golf Club**

San Diego's top-rated golf course, Maderas Golf Club is quietly tucked away amid the

rolling hills of north San Diego, just minutes from downtown. Designed by Johnny Miller and Robert Muir Graves and operated under the prestigious Troon brand, Maderas offers a unique combination of golf course strategy and design mastery, while taking the concept of upscale San Diego golf to exhilarating levels.

**Sponsored by Custom Building Products**

*Proceeds from this event go to support the TCAA Scholarship Fund.*

## Tours!

**La Jolla Sightseeing and Shopping Tour**  
**Monday October 17**  
**9:00am-2:00pm**

Your tour begins with a short drive up the coastline to scenic La Jolla. First stop is at the world-famous Stephen Birch Aquarium-Museum, part of the Scripps Institute of Oceanography, where you will view a dazzling variety of marine life and enjoy interesting interactive displays. Travelling further along the famed La Jolla coastline, you will see some of the loveliest ocean views in southern California and learn about pelicans, cormorants and rocky intertidal life that inhabits the shore. A stop at Children's Pool gives you a birds-eye view of harbor seals frolicking in the water and sunning on the beach and Seal Rocks.

Next up, La Jolla's famous Crab Catcher Restaurant where you will have enjoy a delicious lunch, casually elegant atmosphere and spectacular views. After lunch, visit the many interesting and unique shops and galleries along Prospect Street.

**San Diego by Land and Sea Tour**  
**Tuesday October 18**  
**10:00am-3:00pm**



See San Diego as this beautiful West Coast city should be seen, from the land and from the sea. This informative journey through America's finest city will introduce you to San Diego past, present and future. Wander through the historic Gaslamp Quarter and Balboa Park with its many museums and galleries. Step aboard a large cruising boat to embark on a one-hour fully narrated tour of San Diego's Big Bay. While on board, you will enjoy scenes of Coronado, North Island Naval Air Station, the Embarcadero and Cabrillo National Park that can only be viewed while at sea.

Back on land, your journey continues through picturesque "Old Town" where Early San Diego comes to life. Here, you can explore the many historic displays and unique shops and enjoy a delicious lunch at Barra Barra Saloon.

***Deadline to register for tours is September 16. In the event tour registration does not meet the minimum number required, you will be notified and your tour registration fee refunded.***

# Advertising and Sponsorship Opportunities

## Advertising

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 space is going fast, so reserve yours today!**

<u>AD SIZE</u>	<u>BLACK/WHITE</u>	<u>COLOR</u>	
Inside Front Cover	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150	<b>SOLD</b>
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Full Page	<input type="checkbox"/> \$ 595	<input type="checkbox"/> \$ 750	
1/2 Page	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 500	
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Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Payment by Check

Credit Card:  MasterCard  Visa  AmEx  Discover

Credit card # \_\_\_\_\_ Expiration date \_\_\_\_ / \_\_\_\_ Security # \_\_\_\_\_

Cardholder Name \_\_\_\_\_

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

***\*Deadline for advertising reservations is August 1, 2011\****

***Mail or Fax your advertising reservation to:***

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

***Fax: (816) 767-0194 • Email Art to [chrisp@tcaainc.org](mailto:chrisp@tcaainc.org)***

**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. Ads sent on film will not be accepted.

## Sponsorships

***Just One Left!***

- Farewell Reception (Tuesday, Oct 18) \$3,500**  
(includes appropriate signage and recognition in printed materials)

Sponsor Name \_\_\_\_\_

Sponsor Address \_\_\_\_\_

Sponsor Contact Person \_\_\_\_\_ Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

**Sponsorship Requested \$ \_\_\_\_\_**

# TCAA 2011 Convention Registration

## Attendee Information

Check if First Time Attendee

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

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Spouse (if registering) \_\_\_\_\_ Spouse Nickname for Badge \_\_\_\_\_

Child or Children (if registering) \_\_\_\_\_

Special Dietary or Access Needs \_\_\_\_\_

For:  Myself  My Spouse  My Child

### REGISTRATION FEES

Registration includes all sessions, meals and social functions except golf and tours.

	Member	Non-Member
Contractor	<input type="checkbox"/> \$595	<input type="checkbox"/> \$795
Tabletop (includes 1 full registration)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895
Add'l Exhibitor (each)	<input type="checkbox"/> \$595	<input type="checkbox"/> \$795
Spouse	<input type="checkbox"/> Free	<input type="checkbox"/> \$395
Child's Registration Children 18 and under with registered parent	<input type="checkbox"/> \$250	N/A

I will attend Dal-Tile Nite \_\_\_\_\_  
# of people attending

Exhibitors who wish to attend are asked to check the Dal-Tile Nite box on the convention registration form. You will be advised no later than one week prior to convention whether we can accommodate your reservation request.

### TOURS

**Monday October 17**  
**La Jolla Shopping and Sightseeing Tour**

Member	Non-Member	
<input type="checkbox"/> \$110	<input type="checkbox"/> \$135	X _____ # attending

**Tuesday October 18**  
**San Diego by Land and Sea Tour**

Member	Non-Member	
<input type="checkbox"/> \$95	<input type="checkbox"/> \$120	X _____ # attending

Deadline to register for tours is September 16.  
In the event tour registration does not meet the minimum number required, you will be notified and your tour registration fee refunded.

### GOLF OUTING- Tuesday October 18

(includes greens fees, cart, transportation and lunch)

Member	Non-Member	
<input type="checkbox"/> \$165	<input type="checkbox"/> \$200	X _____ # playing

Golfer(s) Name \_\_\_\_\_ Handicap \_\_\_\_\_

**TOTAL FEES \$** \_\_\_\_\_

### PAYMENT

Payment by Check

Payment by Credit Card

MasterCard  Visa  AmEx  Discover

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ Security # \_\_\_\_\_

Cardholder Name \_\_\_\_\_

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

**For Payment by Check**

Mail Registration form and check to:  
Tile Contractors' Association of America  
10434 Indiana Ave. , Kansas City, MO 64137-1532

**For Payment by Credit Card: Fax Registration to**  
**(816) 767-0194**