



DON'T MISS THE NEWS

SIGN UP TODAY FOR TCAA'S E-NEWSLETTER!

Starting with this issue, the 9300 Newsletter will be posted on the TCAA website and sent electronically only. Don't miss out on receiving your copy.

There are two ways to make sure you keep receiving this educational and topical publication:

- Visit our website at www.tcaainc.org click on newsletters and complete the contact form
- E-mail your contact information to info@tcaainc.org

**DON'T WAIT.....
SIGN UP TODAY!**

Message From the President

Things are changing quickly in the tile industry. Technology and education are becoming more important in giving companies a competitive edge in securing contracts. The Tile Council of North America (TCNA) recently revised its Handbook to include a recommendation that the qualifications of a contractor be given equal consideration to price when specifying tile. Arcom quickly followed suit with similar recommendations in MasterSpec and a number of national architecture firms and restaurant and hospitality chains are heading in the same direction.

We are proud that TCNA and MasterSpec chose our Trowel of Excellence™ certification as a way of assessing a contractor's qualifications. Introduced in 2006, the Trowel of Excellence™ assures those who specify tile that the contractor selected delivers superior technical knowledge and craftsmanship, engages in sound management practices and adheres to the highest industry standards.

The movement toward recognizing that a contractor's qualifications are equally as important as the contractor's price is gaining momentum and certifying your company as a Trowel of Excellence™ contractor can help get you that important "second look" by prospective customers.

One way to gain the educational credits needed to certify as a Trowel of Excellence contractor is to attend our 2012 Convention which will be held at the Renaissance Charleston Historic District Hotel in beautiful Charleston, SC. The dates are September 15-18 and educational sessions to be offered include: Messaging The Value of Tile and Stone and the Use of Qualified Contractors to Prospective Clients; Multi Employer Pension Plans; Product Installation Challenges (*Moisture Mitigation and Large Format Tiles*); Electronic Document Management; Glass Tile Installations; and more. All convention education sessions count toward the educational requirements for attaining the Trowel of Excellence certification.

Convention information and a registration form are included in this newsletter. I invite you to attend our convention and see firsthand how TCAA certification can help your company grow!

Jennifer Panning
TCAA President

2012 TCAA President



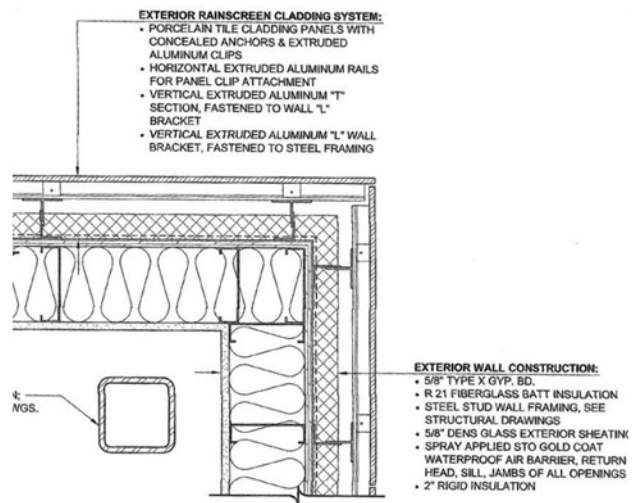
Jennifer Panning

Constructability Research in Tile

Constructability research is an initiative that utilizes the International Masonry Institute's (IMI) apprentice instructors and training centers to explore the constructability of new masonry systems by building samples and mockups for the purpose of evaluating design details and construction techniques. The training centers are not laboratories, nor are the mockups subjected to ASTM tests, but the research itself and its conclusions have been shown to benefit installers, manufacturers and end users, and will ultimately lead to a more realistic approach to designing with these systems. In recent weeks and months, IMI has worked with a number of industry partners to investigate the constructability of several new tile systems.

Porcelain Tile Rainscreen

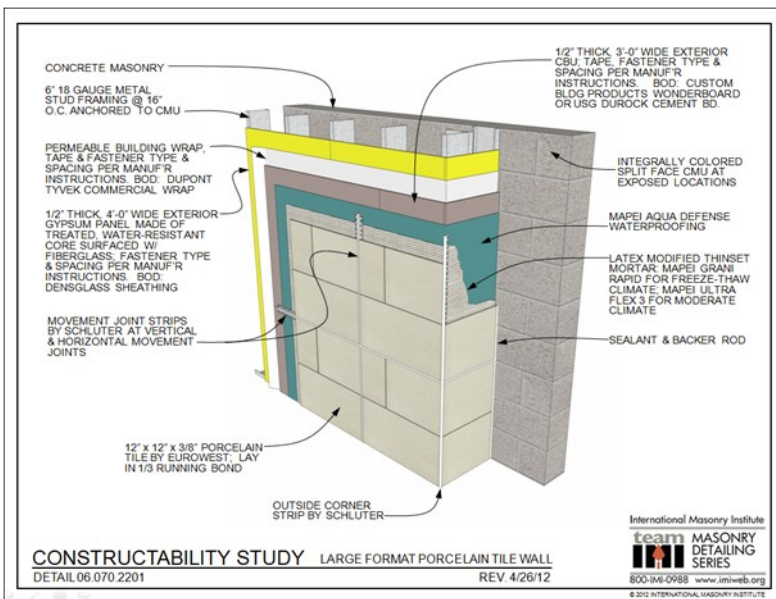
The plans for a new branch bank in Skokie, Illinois called for large format porcelain tile cladding panels with concealed anchors and extruded aluminum clips. IMI constructed a mockup of this system, with the cooperation of local tile supplier, Virginia Tile. When the project went out for bid, several BAC tile contractors visited IMI's training center to view the mockup. The contractors were able to take the mockup apart, closely examine all the components, and gain insight into the system. This exercise was particularly useful, since many of the tile contractors had never bid or performed rainscreen work. In the end, TCAA Trowel of Excellence tile contractor, DTI of Illinois was awarded the work, and the bank looks great!



Exterior Rainscreen Cladding on First Bank and Trust

Large Format Porcelain Tile

When a national restaurant chain was considering using porcelain tile on their new prototype restaurant design, they called IMI to build a mockup for constructability testing and evaluation. The issues they wanted to explore were: controlling lippage in large format tile laid in 1/3 running bond; the incorporation of Schluter strips in horizontal and vertical expansion joints and terminations; continuity of vertical expansion joints through large format tile laid in 1/3 running bond; application of waterproofing membrane and non-sag thinset mortar in large format wall tile; and termination of wall tile into split face CMU. IMI's tile instructors built this mockup with the owners' representatives present, so they could observe construction techniques and evaluate the system. They later had their in-house architectural department evaluate the completed mockup, and have agreed to introduce this system in subsequent designs.



A restaurant chain requested IMI's constructability research to investigate large format porcelain tile they were considering for their new prototype design.



BAC Tile Representative Bill Breheny demonstrates laying large format thin porcelain tile at a meeting of the Ceramic Tile Contractors Association of Chicago held at the IMI training center in Addison, Illinois.



IMI instructors use suction cups to set porcelain wall tile in a setting bed of thinset mortar on cement board.

Thin Tile Walls and Floors

IMI was recently approached by Mid-America Tile and MAPEI Corp. to mock up 3.5 mm (9/64" thick) porcelain tile for walls and floors. This large format tile is so thin that it can be installed over existing tile floors as long as they are well bonded, without adjusting doors and adjacent floor elevations. Benefits to this type of installation include cost savings in shipping and installation, and the minimizing of construction waste since there is no demolition of existing floor finish. The constructability research revealed installation challenges typical of large format tile: lippage control, substrate flatness and plumbness, the heightened importance of surface prep, and the need for full mortar coverage. Because the tile is so large and so thin, its tendency to flex and bend presented issues not inherent in thicker material. The exercise of mocking up large areas of floors and walls was useful to identify these challenges and solutions, such as the use of a mechanical edge leveling system and lightweight thixotropic mortar on both the walls and floors. In this case, the constructability research was initiated by a material supplier, but the demonstrations and conclusions were viewed by installers, contractors, architects, designers, and end users. The wall and floor mockups served as a focal point for IMI's Masonry Monday seminar series attended by architects, designers, and building owner/agencies. The mockups and corresponding presentations were also featured at a meeting of the Ceramic Tile Contractors Association of Chicago, a local affiliate of TCAA.



Representatives from IMI and MAPEI research the constructability of large format wall tile on the CBU panels beyond.

Committee Reports

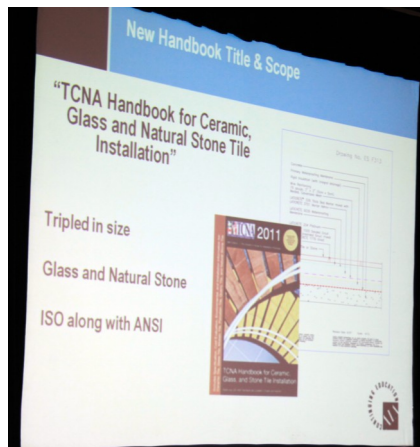
LABOR NEWS

Submitted by John Trendell

The International Masonry Institute (IMI) recently held a seminar in Chicago for the installation of large (and I really mean large! 33"x10'-0") thin (and I really mean thin! 1/4") tiles. The seminar was held during the day for architects with an evening session for contractors and craftworkers. Both presentations were very well attended. As everyone is aware, ceramic tiles are becoming larger and thinner. IMI wants to make sure their members and signatory contractors are ahead of the curve and properly prepared to work with these new materials. Several of our members have worked with these materials already. It might be helpful to talk to IMI or other TCAA contractors if you have questions regarding installation of the products.

A number of TCAA members attended the IUBAC winter meetings. This has always been a time for working with the union to better understand the issues affecting our industry. The Tile/Marble/Terrazzo labor management group met and discussed best practices issues, new and safer tools on the market, and the new TCNA Handbook quality language. Besides Trowel of Excellence, the IUBAC apprenticeship/ journeymen training programs are also recognized as a standard to be used for assessing quality installers.

IMI, through Scott Conwell, has been successful in getting the new quality language inserted in Master Spec. This is a national spec writing service used by architects throughout the country. Scott is also in discussions with several other spec writing consultants and also with a national restaurant chain! This effort to improve the use of high quality contractors and craftworkers can certainly create more work opportunities for TCAA and IUBAC members.



TROWEL OF EXCELLENCE!

RAISING THE BAR TO A WHOLE NEW LEVEL!

Submitted by John Trendell

Late last summer TCAA was asked to participate in a collaborative effort with the National Tile Contractors Association (NTCA) and the Tile Council of North America (TCNA) to put together language that could be included in the TCNA Handbook suggesting the use of qualified contractors and installers for installation of ceramic tile. As everyone is aware the handbook is considered the "Bible" for proper ceramic tile installation practices nationally.

TCAA was represented by our Executive Director, Carole Damon and then President, John Trendell. Through their efforts and certainly the efforts of our partners in this endeavor, NTCA and TCNA, the new qualifying language was included in the 2012 TCNA Handbook. This language specifically names the Trowel of Excellence as one of the standards to be used in identifying a quality contractor. To get such language into the ceramic tile standards so quickly was truly remarkable. In the world of standards, this can be considered the speed of light!

Speaking of light, the suppliers have certainly seen the benefits of this new standard. They know that when they sell their products to quality contractors their life will be much easier and call backs will be minimal. MAPEI recently announced a 2% cash (yes, cash!) rebate on all their products purchased by Trowel of Excellence contractors. We at TCAA are in discussions with Crossville Tile for a similar program.

All of this means that it is imperative for our TCAA members to work diligently towards getting their Trowel of Excellence certification. It will mean more work opportunities and more financial success. Also, let your fellow ceramic tile contractors know about the benefits of being a TCAA member. It can only help our whole industry to involve others in these positive efforts.

Industry News

Ceramic Tile Installation over Young Concrete with Uncoupling Membranes

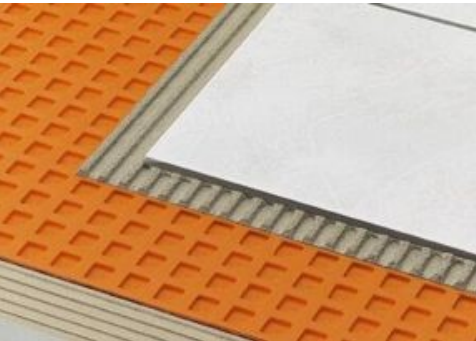
Sean Gerolimatos, Technical Director, Schluter Systems L.P.

Tile industry standards have always dictated that concrete to receive tile must be cured a minimum of 28 days. However, fast-track construction and renovation projects can place scheduling demands on contractors to install tile earlier.

Uncoupling membranes provide a reliable installation system for ceramic tile over young concrete. These membranes are configured to be flexible in the shear plane and prevent movement in the concrete substrate from causing stress in the tile covering. Method F128 in the TCA Handbook for Ceramic Tile Installation provides specification guidelines for these applications.

There is a common misperception that concrete gains strength by drying. Portland cement concrete has three primary ingredients: coarse and fine aggregates (stone and sand), Portland cement, and water. The cement and water react chemically to bind the aggregate in a hardened matrix. This chemical reaction is called hydration. Water is the "fuel" that produces the chemical reaction and allows the concrete to gain strength.

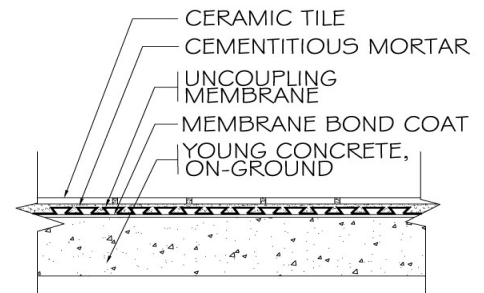
Good practice is to cure concrete in moist conditions. Keeping the original mix water in the concrete longer or providing additional water after the concrete sets ensures that there is fuel on hand for cement hydration. As hydration continues the concrete becomes denser, harder, and stronger. Another point to consider is that concrete shrinks as it dries. Shrinkage produces tensile stresses that can result in cracking, particularly at early ages when the concrete is weakest. Less drying means less shrinkage and reduced potential for cracking. Another issue that can result from drying is curling. If the concrete is placed on a vapor retarder, steel pan system, or other base that prevents drying from below, then it can only dry from the top down. Under these conditions, the top of the concrete will shrink at a greater rate than the bottom, producing tensile stresses at the surface that can cause the slab to curl. Again, keeping the water in the concrete will mitigate the potential for this problem.



Schluter®-DITRA uncoupling membrane

Thus, installing an uncoupling membrane and tile over young concrete can have some benefits for the concrete itself.

Fast-track construction and renovation projects can place scheduling demands on contractors to install tile over young concrete. Uncoupling membranes provide a reliable installation system for ceramic tile in such applications. Please keep in mind that proper curing times and protection for the new tile work must still be observed.



Young Concrete Uncoupling Membrane F-128¹

1 – Method F128 drawing courtesy of Tile Council of North America.

9300 Contractor is published electronically four 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 and \$25 for retired members.

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

Toll free: (800) 655-8453 Fax: (816) 767-0194
Email: info@tcaainc.org Website: www.tcaainc.org

Trowel of Excellence™



Trowel of Excellence™ certification designates that a company consistently delivers outstanding skilled craftsmanship and superior management practices. Trowel of Excellence™ contractors employ only the best trained and most knowledgeable installation professionals and demonstrate their commitment to performing at the highest levels of industry standards, ethical business practices and financial responsibility on each and every job. That's why the Tile Council of North America and Arcom both recognize Trowel of Excellence™ certification in contractor qualifications language recently added to the TCNA Handbook and MasterSpec.

Your competitors recognize the value of Trowel of Excellence™ certification. Why not join them and enjoy the competitive advantage that comes from being a Trowel of Excellence™ certified contractor?

Trowel of Excellence™ Certified Contractors

CALIFORNIA

De Anza Tile Co., Inc
Richard A. Papapietro, Jr.
951 Commercial St.
Palo Alto, CA 94303
Ph: (650)-424-0356
Website: www.deanzatile.com

Selectile of California, Inc.
Ron Schwartz
P.O. Box 90
Monrovia, CA 91017-0090
(626) 275-2797
Website: www.selectile.com

Superior Tile & Stone
Tommy Conner
P.O. Box 2106
Oakland, CA 94621
(510) 895-2700 ext. 327
Website: www.superiortilestone.com

ILLINOIS

DTI of Illinois, Inc.
Brian Castro
2511 Molitor Road
Aurora, IL 60502-9682
(630) 978-0400
Website: www.ctcac.org/dti_illinois_inc.php

GM Sloan Mosaic & Tile Co.
Dan Kotel
101 Terrace Dr.
Mundelein, IL 60060-3826
(847) 949-1010
Website: www.ctcac.org/gm_sloan_mosaic_tile_co.php

Venice Terrazzo & Tile Co.
Grace Gebhardt
1219 Orchard Avenue
Rockford, IL 61101-3078
(815) 964-6824

MASSACHUSETTS

Port Morris Tile & Marble Corp.
Mark Liljegren
66 Von Hillern Street
Boston, MA 02125
(617) 265-7585

MICHIGAN

Artisan Tile Inc.
Jennifer Panning
9864 E. Grand River Ave., #110-132
Brighton, MI 48116
(810) 220-2370
Website: www.artisantileinc.com

Boston Tile & Terrazzo Co.
E.C. 'Bud' Mularoni
23740 Grand River
Detroit, MI 48219
(313) 535-7700

Bourbon Tile & Marble, Inc.
Nancy Bourbon
270 Lexington Drive
Buffalo Grove, IL 60089
Phone: (847) 229-9694
Website: www.bourbontile.com

NEW JERSEY

Artisan Tile & Marble Co. of NJ, Inc.
John J. Sekora
468 Elizabeth Avenue
Somerset, NJ 08873-5200
(732) 764-6700
Website: www.ArtisanNJ.com

KrisStone, LLC
Michael Kriss
472 E. Westfield Ave.
Roselle Park, NJ 07204
(908) 620-9700
Website: www.krisstone.com

V.A.L. Floors, Inc.
Philip Luppino
555 Gotham Pkwy
Carlstadt, NJ 07072
(201) 672-9320
Website: www.valfloors.com

William Erath & Son, Inc.
Scott W. Erath
51 Ranick Dr. East
Amityville, NY 11701
(631) 842-2244
Website: www.erathtile.com

NEW YORK

Continental Marble
Mathew Messina
1361 Lincoln Ave., Ste 2
Holbrook, NY 11741
(631) 285-7265
Website: www.continentalmarble.com

Eugene G. Sackett Co., Inc.
Gerard Leva, Sr.
454 Lee Road, P.O. Box 60976
Rochester, NY 14606
(585) 647-3250
Website: www.egsackett.com

Miller Druck Specialty
Al Ackerman
264 West 40th St., 9th Floor
New York, NY 10018
(212) 343-3300
Website: www.millerdruck.com

Port Morris Tile & Marble Corp.
Patrick Barrett
1285 Oak Point Avenue
Bronx, NY 10474
(718) 378-6100

OHIO

Commercial Tile & Stone, Inc.
Lucinda Noel
9153 Tahoe Circle
Strongsville, OH 44136-1412
(216) 741-8141

Corcoran Tile & Marble, Inc.
Doug Taylor
5197 W 137th Street
Brook Park, OH 44142
(216) 898-9920
Website: www.corcorantile.com

WISCONSIN

Lippert Tile Company, Inc.
Les Lippert
N89 W14260 Patrita Drive
Menomonee Falls, WI 53051
(262) 437-9300
Website: www.lipperttile.com

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

2012 Convention Schedule

Saturday, Sept. 15

8am-2pm Board Meeting

5pm-8pm Welcome Reception:
Casino Night!

Sunday, Sept. 16

7:30am-9:00am Contractor Breakfast &
Annual Business Meeting

7:30am-10:00am Exhibitor Set-Up

9:00am-10:00am Multi-Employer Pension Plans
Presented by Tommy Conner

10:15am-11:45am Messaging Quality
Presented by Scott Conwell (IMI)

12:15pm-2:15pm Meet the Vendors Luncheon

2:30pm-3:30pm Glass Tile Installations
Presented by Custom Building Products

6:00pm-9:00pm Recognition Dinner

Monday, Sept. 17

7:30am-10:00am Breakfast and General Session:
Product Installation Challenges:
Moisture Mitigation and Large
Format Tiles

10:15am-12:15pm Electronic Document Management
*Presented by
John Isaza, Rimon, PC*

12:15pm-5:00pm Lunch and Afternoon on Own

12:15pm-3:00pm Exhibitor Tear-Down

5:00pm-10:00pm Dal-Tile Nite @ the Plantation

Tuesday, Sept. 18

7:30am-9:00am Joint Board and Supplier Council
Breakfast

Casino Night
Renaissance Hotel
Saturday September 15
5:00pm-8:00pm

If luck is your lady, you'll love this year's opening convention event – Casino Night! Try your luck (or apply your skill) at Blackjack, Poker, Roulette and Craps, all while enjoying delicious food, bountiful beverages and great music. Meet up with old friends, make new friends and enjoy the fun of friendly competition. Valuable prizes will be awarded at the end of the evening to our most accomplished "high rollers".

Dal-Tile Nite at Boone Hall Plantation

Monday September 17
5:00pm-10:00pm

What better way to close this year's lowcountry convention than with an evening at one of America's oldest working plantations. A short motor-coach ride from your hotel transports you from the hustle and bustle of the city to the peaceful, rolling expanses of Boone Hall Plantation. There, you will be greeted by antebellum dressed hostesses who will guide you through the plantation home, across the magnificent grounds and down Slave Street where you can step inside authentic reproductions of the plantation's original slave quarters and learn about the lives of those who built and maintained the plantation. A short walk down the path and you arrive at the Cotton Dock for cocktails, dinner, music and relaxing before returning to your hotel.

Boone Hall Plantation has continuously grown and produced crops for over 320 years. Once known for cotton and pecans, the plantation still actively produces a wide variety of fruits and vegetables. The plantation house, grounds and breathtaking "Avenue of Oaks" have been filmed as the backdrop in a number of movies and television shows, including the mini-series *North and South*, and movies *Queen* and *The Notebook*.

Dal-Tile Nite is included in your convention registration but reservations are required. Be sure to mark your registration form to reserve your seat and then get ready to close this year's convention in true lowcountry style.



2012 CONVENTION LOCATION

Renaissance Charleston Historic District Hotel
68 Wentworth Street, Charleston, South Carolina 29401

Located in the heart of the downtown Historic District, this modern yet historic Marriott hotel is a traveler's paradise full of luxurious amenities & contemporary décor. Regionally inspired, the Renaissance integrates both modern and traditional Southern styles.

- The Renaissance is offering outstanding discounted room rates for TCAA convention attendees. **Standard room: \$179**
- These rates are available three days before and after our convention dates so come early and stay late *(subject to hotel availability)*
- **Phone Reservations:** 800-468-3571
(Be sure to state that you are attending the TCAA convention to get the discounted convention rate.)
- **Hotel online reservations:** Visit [Hotel in Charleston | Charleston, SC, Marriott](#)

Cut-off for discounted rates is August 10, 2012.

Valet Parking: \$19 per night; **Ground Transportation:** Absolute Charleston (843-571-7554). \$30 one-way. Accepts all major credit cards. Advance reservation required. Hotel is 18 miles from Charleston International Airport



Sponsorship Opportunities

Sponsorships

Sponsorships are available on a first come, first served basis and all include appropriate signage and recognition in printed materials



Saturday September 15

Casino Night Sponsorships

- | | |
|---|--------------------|
| <input type="checkbox"/> Bar Sponsor | \$3500 |
| <input type="checkbox"/> Roulette Table Sponsor (1 available) | \$1500 |
| <input type="checkbox"/> Craps Table Sponsor (1 available) | \$1500 |
| <input type="checkbox"/> Poker Sponsor (1 available) | \$1500 |
| <input type="checkbox"/> Blackjack Sponsor (6 available) | \$1000 (per table) |

Sunday September 16

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Multi-Employer Pension Plans Refreshments | \$1,500 SOLD! |
| <input type="checkbox"/> Meet the Suppliers Luncheon | \$4,000 |
| <input type="checkbox"/> Sunday Recognition Dinner | \$10,000 SOLD! |

Monday September 17

- | | |
|--|---------|
| <input type="checkbox"/> Breakfast Session Product Installations Panel | \$2,500 |
|--|---------|

Tuesday September 18

- | | |
|--|---------|
| <input type="checkbox"/> Joint Board of Directors and Supplier Council Breakfast | \$2,500 |
|--|---------|

Sponsor Name _____ Sponsor Address _____

Sponsor Contact Person _____ Contact Phone _____

Contact Email _____

Sponsorship Requested \$ _____



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

Early Bird registrations must be received no later than **August 3rd**. Registrations received after August 3rd will be charged at the Regular registration rate, no exceptions. (Registration includes all sessions, meals and social functions).

| | <u>Early Bird</u> | <u>Regular</u> |
|---|--------------------------------|--------------------------------|
| Contractor | <input type="checkbox"/> \$595 | <input type="checkbox"/> \$795 |
| Tabletop <i>(includes 1 full registration)</i> | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$895 |
| Add'l Exhibitor (each) | <input type="checkbox"/> \$595 | <input type="checkbox"/> \$795 |
| Spouse <i>(Free with one full registration)</i> | <input type="checkbox"/> Free | <input type="checkbox"/> \$395 |
| Child's Registration <i>(Children 18 and under with registered parent)</i> | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$450 |

TOTAL REGISTRATION 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

INCLUDED IN REGISTRATION FEES

I will attend Casino Night
on Saturday, September 15

_____ # of people attending

I will attend Dal-Tile Nite at Boone Hall
Plantation on Monday, September 17

_____ # of people attending

