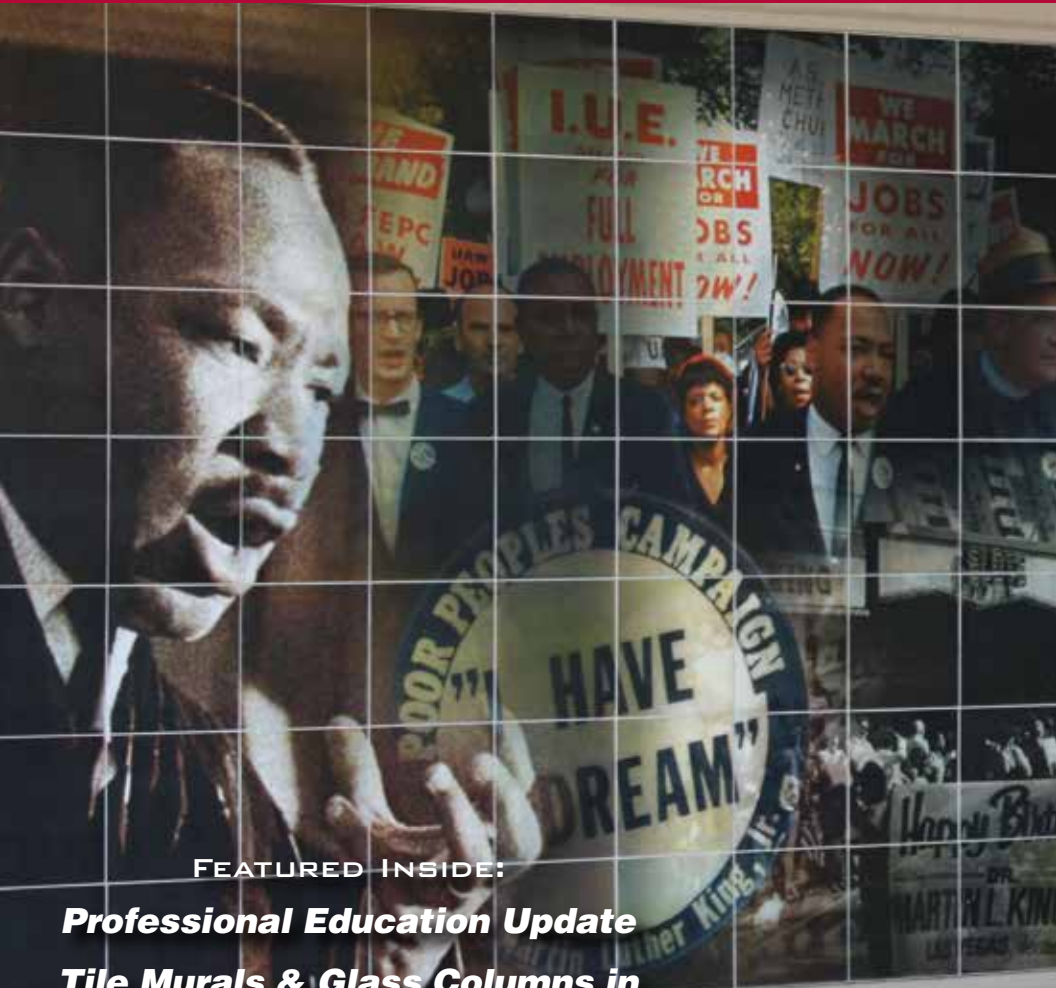


9300 CONTRACTOR

Tile Contractors' Association of America

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FEATURED INSIDE:

Professional Education Update

***Tile Murals & Glass Columns in
Las Vegas F-Street Underpass***

***Trowel of Excellence™ Showcase:
DTI of Illinois, Inc.***



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10434 Indiana Ave., Kansas City, MO 64137

Ph: 800-655-8453 • Fax: 816-767-0194

Web: www.tcaainc.org

Carole Damon, Executive Director/Editor

caroled@tcaainc.org

Chris Pattavina, Associate Director/Advertising Sales

chrisp@tcaainc.org

TCAA Board of Directors

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A Message from the President



It's hard to believe that 2015 is almost over and my term as TCAA

President is coming to an end. As I look back on the past 10 years in which I've had the pleasure and privilege of serving this great organization, I am proud to be part of an industry that has weathered tough times and emerged even stronger than before. I am proud to see our industry continue to offer countless opportunities to individuals to achieve their own "American dream". And I am proud to have served an organization that recognizes and adapts to change while continuing to respect the traditions and ethos of those who came before us.

When I first joined the TCAA Board back in 2006, no one could have predicted what the next 10 years would hold. We survived a crippling recession only to see this industry rebound. We've witnessed a breathtaking array of new products and technologies that seemingly came to the market overnight. We've forged important alliances that created new awareness of the importance of contractor qualifications and installer skills. We've watched social media become an integral part of our lives, both professional and social. We've been at the forefront of restoring the principles of quality, craftsmanship and integrity in our industry. And we've seen a new generation of industry professionals begin to take their places as tomorrow's industry leaders.

Along with pride, I feel a sense of humility. My father and his father before him understood that "to whom much is given, much is expected". From an early age, they instilled in me the belief that success, whether in one's business or personal life, isn't a solo act. It stems from hard work, perseverance and, most of all, gratitude to those whose hard work and perseverance helps us turn opportunity into reality. And because success isn't a solo accomplishment, it requires that we give back of ourselves – and our abilities – to our community and, yes, our industry. I recall as a young boy attending TCAA conventions with my parents and my father pointing out highly successful individuals who were there, not to get anything for

themselves or their businesses, but to share their experience and knowledge so that others could achieve success. I see the same thing today when I attend TCAA meetings and industry conferences like Total Solutions Plus. These men and women have done so much for our industry and given so generously of their time that I am humbled to be part of this group and inspired to do even more. And, like them, I've come to know that by giving just a bit of my time, I've gotten back far more than I could ever imagine.

At the same time, I note with some sadness that the numbers of those who give back with active involvement in their industry and/or industry associations seem to be dwindling. Too often, it's the same group of people you see at every meeting or conference doing the lion's share of the work. Yes, everyone is busy with pressing work and family obligations. And, yes, perhaps it's a generational thing. But I would say to those who sit on the sidelines that they are missing out, not just in helping to shape the future of our industry but in forging those all-important human relationships we all need.

It really is not difficult nor does it take a lot of time to give back to your industry and you will find many individuals along the way eager to help and support your efforts. If your company is not a member of TCAA, I encourage you to join. And if your company is already a member, please consider offering just a little bit of your time and talent to us on a committee, on the board or in some other way. Your industry needs you, we need you and I promise the benefits of doing so will come back to you in more ways than you can imagine.

Although this is my last President's Message, it will not be my last act on behalf of TCAA. I will continue to serve as Past President and in whatever future role may present itself. As I hand over leadership of TCAA to my very capable successor, Brian Castro, I want to take this opportunity to thank my fellow board members and the staff of TCAA for all their support. The success I enjoyed during my term would not have been possible without these dedicated professionals. I am grateful for their hard work, commitment and, most of all, their friendship.

Best holiday wishes to you and yours. And for now, au revoir.

Ron Schwartz
TCAA President
J. Colavin & Son, Inc.



Industry Development through Professional Education



Scott Conwell, FAIA, International Masonry Institute

A primary goal of the International Masonry Institute (IMI) is to promote the use of tile, stone, and other masonry materials by trained, skilled, BAC contractors and installers. This type of industry promotion, when delivered effectively, will take many different forms, each complementing the other. The desired result is the stakeholders growing their market shares in their respective industries. We have arrived at the term industry development to describe the broad promotional, technical, educational, and advocacy programs which IMI delivers on behalf of BAC contractors and members. The cornerstone of IMI's industry development program is professional education.

Educating who?

IMI educates across many disciplines: design professionals, general contractors, specialty contractors, students, professors, code officials, building owners, and agencies. The training program of the International Masonry Training and Education Foundation (IMTEF) provides instruction to thousands of apprentice and journeyman craftworkers each year, and IMI has specialty programs like Sustainable Masonry Certification and Contractor College aimed at BAC signatory contractors. Each of these groups represents an important beneficiary of IMI education and training. Within the context of industry development, however, it is the design professionals who aptly receive the greatest level of attention. Indeed, IMI tailors its professional education program to the wants and needs of design professionals, i.e. architects, designers, and engineers.

Why do architects and designers rank so high on the list of people to educate? Simply, design professionals generally have more influence than anyone else on the design and construction team when it comes to selecting building systems, materials, and particularly finish materials. Design professionals can also influence the selection of contractors and labor, as in the case of including installer qualifications and other quality control language in the architectural specifications. Therefore, if we can equip architects and designers with a good working knowledge of our materials and our labor, they will be confident in specifying them.

IMI is not the only organization advocating continuing education for design professionals. State licensing boards in 47 states require a minimum number of contact hours of qualified education per licensing cycle for architects to maintain their license to practice their discipline. Requirements vary per state, but to cite an example, the state of Illinois requires licensed architects to undergo 24 contact hours of qualified continuing education every two years, and 16 of those hours must be in topics related to maintaining the health, safety, and welfare (HSW) of the general public. In addition to state-mandated education, many professional societies like American Institute of Architects (AIA) and International Interior Design Association (IIDA) have their own sets of continuing education requirements.

Creating and delivering educational programs

IMI creates technical content that architects need, and delivers it to them in various formats that dovetail into the way they work. Ideas for topics come from a variety of sources. IMI analyzes the technical questions we receive from architects nationwide via our website, email, and 1-800 help line. When the same questions come up repeatedly, that is a sign that designers are lacking information in a particular topic. Another source of information is IMI's quality assurance reviews in both design and construction phases. When IMI identifies complex or incorrectly designed details in our reviews of plans and specs, or when we are called out to job sites to troubleshoot work that has been installed and is not performing as expected, it becomes clear that we need to communicate certain information to designers. Another excellent source of content development is our base of BAC contractors. As they bid and install work every day, contractors are in a unique position to evaluate and assess which technical issues architects have mastered, and on which issues they need guidance, and they communicate those to IMI.

Delivering professional education takes many forms, from the small in-house "lunch-and-learn" seminar with an audience of ten, to a full day tile/marble/terrazzo or masonry expo with an audience of 300+ design professionals. IMI offers these varying formats to meet the diverse needs of designers. Often, architects are unable or unwilling to make the time commitment required of a long-form program. If this is the case, IMI will make a pre-arranged visit to the architect's office during lunch hour and treat them to a catered lunch in the comfort and convenience of their own conference room, all while delivering a 60-minute seminar on the agreed-upon topic. These short-form programs are convenient for the architects, but the material covered is limited by the time available. In other instances, a firm will have a large project with complex design issues, and the architect will desire a deeper knowledge of the topic.

In this case, the architect would attend a long-form program (half-day or full-day) usually held at an IMI training center. These expo-type programs afford the architects the opportunities to view multiple presenters and topics, visit product supplier tabletops, and even interact with mockups expertly constructed of the same materials and assemblies they're specifying on their project. Another advantage of long-form programs is the ability for architects to collect up to six of their coveted learning units (LUs) at a single IMI-hosted event.

What about the quality?

In order for a seminar or program to qualify for LUs it must meet minimum quality criteria. For example, proprietary seminars by material suppliers may not qualify for education if they are mainly focused on selling the material. Because it is impractical

for state licensing boards to conduct quality reviews of all programs from third party providers like IMI, they rely on the architect to make quality assessments and self-report only those LUs that are bona fide. To help lend credibility to third party providers, professional organizations like AIA have a system in place that evaluates and accredits individual programs based on educational goals and stated learning objectives. When a program is registered with AIA, it automatically qualifies for state-mandated LUs. AIA-registered programs are identified as such with the "AIA Continuing Education System (CES)" logo. This emblem tells the architect that the program has passed AIA's strict quality standards. All of IMI's programs are registered with the AIA and therefore count toward state-mandated continuing education requirements.



The American Institute of Architects (AIA) Continuing Education emblem identifies a program as meeting minimum quality standards by AIA, and therefore qualifies for state-mandated architecture license maintenance requirements. All of IMI's educational programs are registered with AIA.



IMI reports attendance records directly to AIA, who maintains educational transcripts for their architect members; IMI also issues a certificate of attendance to participants of each program.

Conclusions

IMI educational programs not only meet AIA's quality standards, but they are among the most respected programs in the industry, sought after by design professionals across the United States. Due to the practical and constructability insights contained in our seminars as a result of BAC and contractor input, IMI has developed a reputation of delivering valuable, relevant, up-to-date information that designers can put to immediate use on their projects. One look at the calendar on IMI's website (www.imiweb.org) reveals educational offerings across many masonry and tile topics offered in all areas of the country. In some markets, IMI even has a loyalty program recognizing architects who attend ten or more IMI programs per year. IMI has worked hard for decades to set the standard for providing professional education to design professionals.

Providing education is a process. As codes and standard change, as materials and technology evolve, as training and certifications are developed and delivered, IMI continues to stay in front of designers updating them with new information. As a result, designers not only have the knowledge to specify and detail with masonry and tile correctly, but they also have the confidence that ours is an industry that is moving forward, and that we provide a network of support from which they can draw. ◆





Mural collage of the historical Moulin Rouge in Las Vegas

Tile Murals and Glass Columns Bring New Life to Las Vegas F-Street Underpass

Walk through the F-Street underpass in this West Las Vegas working class neighborhood and you're instantly drawn into true Las Vegas history. The faces of Sammy Davis Jr., Nat King Cole and many other well-known artists and civil rights leaders beam down from 12 beautiful ceramic tile murals – a reminder that Las Vegas' success lies in its people, culture, and history.

This wasn't always the case. Before it was closed in 2008 as part of the I-15 highway reconstruction, the F-Street underpass was a dangerous, run-down and neglected part of Las Vegas' Westside District. It was also the local residents' main access to downtown jobs and services and its closure was viewed as more than an inconvenience to accommodate widening of the highway; it was seen as a symbolic reminder of something they had fought for years in the 1960s—segregation.



Mural commemorating the Meeting to Desegregate Las Vegas

Eventually the community, local government, and private sector came together to plan, design, and execute the project that would reopen the underpass. Superior Tile & Stone was tapped to perform installation of the 12 tile murals and 22 glass mosaic columns that grace both sides of the underpass.



Mural collage depicting famous entertainers

“We are always interested in unique jobs”, says Bob Herman, President of Superior Tile & Stone. Herman, who negotiated the contract with Las Vegas Paving and sourced the materials for this project says, “This isn’t one of those projects where our name is on the wall. F Street Beautification is a symbol of neighbors and local leaders coming together. We played a small part in a much bigger story.”



Mosaic columns made of glass tile

For the F-Street project, computer-generated collages of photographs and hand-painted images were applied to glazed ceramic tiles manufactured in China by Dal Tile. Superior’s team assembled and installed the owner-supplied tiles to create 12 interactive murals along the underpass. Using 802sf of glass tile supplied by Dal Tile, the team constructed the 22 glass

mosaic columns and grouted both the columns and murals with products supplied by Custom Building Products. The mosaic columns are similar to ones Superior constructed for the Wynn Hotel in downtown Las Vegas and add drama and elegance to the sidewalk landscape as you exit or enter the F-Street underpass.

Two 50-foot decorative towers pay homage to the architecture of the historic Moulin Rouge and Las Vegas’ first integrated casino is also commemorated in the panels, along with civil rights activists such as Martin Luther King, Jr., Lubertha

Mural honoring Dr. Martin Luther King, Jr.





Mural honoring Westside Elementary School

Johnson and others. According to Nevada Department of Transportation spokesman Tony Illia, "It's easily the most beautiful underpass NDOT has ever done". ♦

"Whether the project is a large office building or a local community effort, we put our commitment to people front and center."

– Bob Herman, President, Superior Tile & Stone

Las Vegas Paving was general contractor on the project and Atkins served as the engineer of record. The project was completed on December 24, 2014.

Superior Tile & Stone was founded in 1929 and is one of the largest tile/stone installation and fabrication providers serving California, Nevada and the Pacific Northwest. Superior maintains offices and fabrication facilities in San Leandro, California and Las Vegas and was awarded Trowel of Excellence certification in 2010. For more information about this project or the company, visit www.superiortilestone.com.

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TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Tile, LLC



High Fives and Feeling Alive!

On Friday and Saturday, September, 11th & 12th, in conjunction with the IUBAC International Convention in Baltimore, Maryland, the 2015 International Apprentice Contest was held. The events took place in nearby Bowie, Maryland at the John J. Flynn BAC/IMI International Training Center.

Eighty two apprentices from across the country, in eight different craft specialties, including ceramic tile, went head to head competing for the honor of being the best of the best. The place was electric! Just imagine, a 61,000 square-foot work space filled with spectators, judges, contestants, and their families. Everywhere was a beehive of intense activity and a buzz of excitement filled the air. The contest not only tested each participant's hands on skills but a written test challenged their knowledge of safety, craft-specific learning, trade math, and labor history.

That evening an awards banquet was held at the Baltimore Hilton. Over 500 people attended. Every facet of the masonry industry was represented: labor, contractors, manufacturers, suppliers, architects, and specifiers.

Even though I thought that the intensity at the contest was remarkable, it was nothing compared to the awards ceremony! A first, second, and third place was awarded for each craft. As an award was announced a roar would go up from different parts of the hall as the winner, their families, and labor leaders from the home local erupted in shouts and high fives.

Seeing the joy and pride of the winners and their families gave me chills! It was such a great feeling! A feeling that our industry is alive and well and will be in very capable hands in the future. It is because of the commitment of TCAA contractors, in partnership with IMI and the IUBAC, that we can provide the very best ceramic tile installations. Because we have the very best trained craftworkers in the world! ◆

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*Brian D. Castro
President
DTI of Illinois, Inc.*



Renaissance Chicago Bar

Dave's Tile, Inc. began business in the late 1950's as a one man shop installing floors in residential settings in suburban Chicago. Dave Castro and his wife, Lillian, ran the business out of their basement in Lombard, IL. Over the years they grew the business to include commercial installations and built an office/warehouse. Dave was very



Renaissance Chicago lobby

instrumental in the founding of the CTCAC, the local Chicago chapter of the TCAA. Dave was a leader in the industry in the Chicago area and was named the Contractor of the Year in 1988 by the Hispanic American Construction Industry Association for his work on the AT&T tower.

More than twenty five years later, their son, Brian, continues to build the base of business and has expanded it into some unconventional niches. DTI continues to be an active, supportive member of the TCAA and Brian has recently accepted his new position as President. In 2009, DTI was very proud to receive the Trowel of Excellence certification. Brian was instrumental in helping develop the Advanced Certification Testing program and DTI actively supports the promotion of ACT for journeyman.

After college graduation, Brian started in the family business as an estimator and project manager. Under his direction, the company has continued to grow. In the last few years,



*Hyatt Place Hotel
Ventilated Rainscreen*



A recent restoration of the Monroe Building in downtown Chicago

when the economy was slow, DTI has explored new avenues. In the face of growing use of consolidators by many general contractors, DTI returned to its roots and added back installation of luxury vinyl products, carpet, and hardwoods.

This increased competition from unconventional sources has caused DTI to seek partnerships from other companies as well as add new services. Ventilated facades, also known as rain screens, had been popular in Europe for years, but had not found traction in the States. To date, DTI has installed four of these facades in the Chicago area, on buildings as diverse as a suburban bank, a Hyatt hotel, a community college and H&M's flagship retail store. Each of these installations had unique challenges and DTI built new relationships with structural engineers, as well as suppliers like Marazzi and Fiandre, to ensure a quality finished product.

Over the last few years, DTI had also been recognized for its work in historic restoration and renovation in two notable projects, The Monroe Building and the Chicago Athletic Association Hotel. Both of these designated Historic Landmark projects were owned by the Pritzker family and used the general contractor, Bulley and Andrews. The owner's goal was to restore these two downtown buildings to their former glory. The Monroe Building had intricate and beautiful Rookwood tile throughout the common areas that had been damaged over time. In the five years it took to complete the project, Rookwood reproduced new tiles and DTI painstakingly cleaned and reinstalled salvageable tiles, installed new ones and recreated the magnificent entry and lobby areas. This project won several awards for its dedication to preserving the architectural history of Chicago.

The Chicago Athletic Association first opened as a men's social club hotel in the late 1800's and actively hosted members for over 100 years. After it closed, the building sat

vacant for several years until the decision was made to resurrect it as a boutique hotel. DTI was selected to help meld the spirit of the old social club with the modern needs of a cosmopolitan hotel. One of the biggest challenges of the project was the re-creation of the old swimming pool as a dining room floor, complete with racing lines and CAA logo. Another long standing partner, Dal Tile, was instrumental in providing the materials to make the design a reality.

In the last few months, general contractor, Norcon, selected DTI to complete the common areas of the Marriott Renaissance Hotel, also located in the heart of downtown. Faced with a condensed schedule and a hotel that continued to serve its customers, DTI installed over 10,000 sq. ft. of tile, utilizing nights and weekends in just a few short weeks. Today, DTI is installing new tile baths in the hotel's 520 guest rooms and 40 suites. In October, the Renaissance was named "Marriott Renovation of the Year". As a second generation tile contractor, Brian and the DTI team of estimators, project managers and journeyman hope to continue to provide quality union installations for years to come. ◆



The Monroe Building Restoration included installation of replicated original ceramic tile that was installed 100 years ago.

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TCAA Elects Officers/ Directors

At its Annual Contractor Business Meeting held on October 25 in Savannah, Georgia, members elected the following individuals to the TCAA Board for a two-year term:

Brad Trostrud (Trostrud Mosaic & Tile)	Treasurer
Michael Kriss (KrisStone, LLC)	Director
Lucinda Noel (Commercial Tile & Stone)	Director
John Trendell (Trendell Tile, LLC)	Director

They join existing board members:

Brian Castro (DTI of Illinois)	President
Ron Schwartz (J. Colavin & Son)	Immediate Past President
Christopher Leva (E.G. Sackett Co., Inc.)	Director
Tommy Conner (Superior Tile & Stone)	Director (ex officio)

A special thank you to retiring board member Jennifer Panning (Artisan Tile, Inc.) whose term as Immediate Past President expires at the end of this year.

TCAA Architect Scholarship Changes

Since 2001, TCAA has awarded two \$2,000 merit scholarships to students pursuing professional degrees in architecture. Beginning in 2016, this scholarship has changed. One \$5,000 merit scholarship will be awarded and the competition expanded to include students pursuing professional degrees in Interior Design or Interior Architecture.

The TCAA Family Scholarship remains the same. One \$2,000 merit scholarship will be awarded to a qualified family member of a TCAA contractor member.

Scholarship requirements, instructions and the application will be posted at the TCAA website (www.tcaainc.org) the first week of January with applications due in April. Awards will be announced in July, 2016.

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To learn more about the requirements for *Trowel of Excellence™* certification and the vouchers and rebates available only to Trowel-certified contractors, visit www.tcaainc.org/trowel-of-excellence.php or call TCAA at **800-655-8453**.



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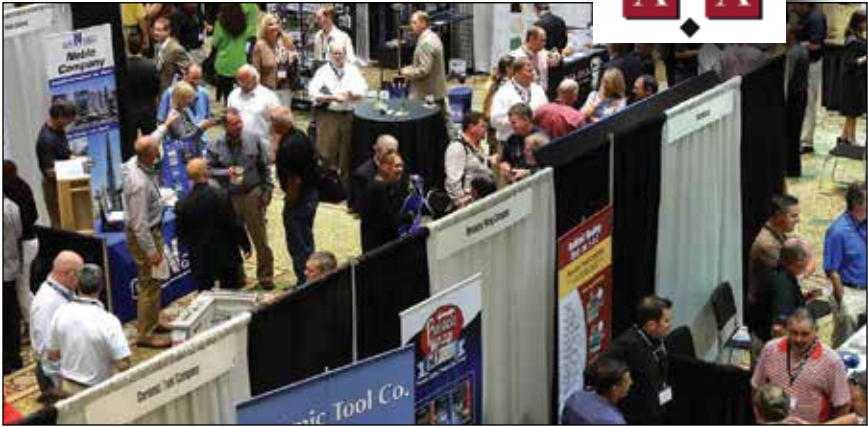
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But even more importantly, TCAA has the resources to do something about the challenges you face. Our educational programs keep you up-to-date on new products and technologies. Our technical resources can save you time and money by avoiding costly mistakes. Our networking opportunities help members share best practices and solve common business problems. Our certification programs set you apart from the competition. And when it comes to being heard on setting industry standards or addressing labor issues, we speak with one voice – that of the union tile contractor.

TCAA stands for the future. We also stand with your peers. Will you stand with us—and your industry—today?

For more information on why TCAA membership is right for your company, call us at 800-655-8453 or visit www.tcaainc.org.

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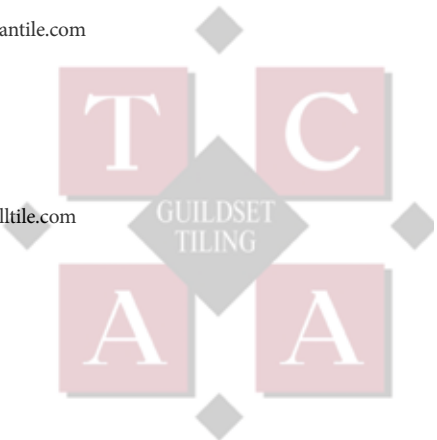
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