9300 CONTRACTOR

Tile Contractors' Association of America

THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS



FEATURED INSIDE:

Historic Chicago Landmark
Gets New Life
as Boutique Hotel

2015 Carl V. Cesery Award Winner

Trowel of Excellence Showcase: Artisan Tile Inc.





OFFICERS

WM. ERATH & SON. INC.

Scott W. Erath - President scott@erathtile.com

JANTILE. INC.

Patrick Barrett - Vice President

MILLER DRUCK SPECIALTY CONTRACTING

Frank Mizerik - Secretary

PREMIER TILE & GRANITE,

Mathew Messina - Treasurer

EXECUTIVE BOARD

BAYBRENT TILE CORP.

Richard Hoshino

ATTORNEY

Littler Mendelson P.C.

Bruce Millman - Attorney

MEMBERS

AC FLOORING INC.

Angelo Carapezza 96 5th Avenue, Hawthorne, NJ 07506 973.238.9739 • angpez@aol.com

ACADEMIC STONE SETTERS INC.

James Donaghy 29-07 119th Street, Flushing, NY 11354 718.463.7395 ◆ academic@verizon.net

ARTISAN TILE & MARBLE CO. OF NJ INC.

James Sickoria 468 Elizabeth Avenue, Somerset, NJ 08873 732.764.6700 ● jim@artisannj.com www.artisannj.com

BAYBRENT TILE CORP.

Richard Hoshino 1637 Sycamore Avenue Bohemia, NY 11716 631.563.4500 richard@baybrenttile.com

COASTAL TILE AND MARBLE INC

Andre Segatti 102 Fairview Hawk Dr. Elmsford, NY 10523 914.946.7971 andre@coastaltileny.com

CONTINENTAL MARBLE INC.

Christopher R. McConnell 1361 Sycamore Avenue, Holbrook, NY 11741 631.285.7265 • chrisr@continentalmarble.com

DEL TURCO BROS. INC.

Paul Del Turco 25 Verona Ave Newark NJ 07104 973.483.5770 brucedelturco@optonline.net

GOAL ENTERPRISES INC.

Mary Zimand 361 Eastern Parkway, PO Box 590 Farmingdale, NY 11735 718.335.4625 • goalentinc@aol.com

JANTILE. INC.

Anthony Casola 3960 Merritt Avenue, Bronx, NY 10466 718.655.5450 • anthony@jantile.com www.jantile.com

JOSEPH W CURVINO INC.

Ed Connors 431 Center St., Fort Lee NJ 07024 201.944.9262 • www.curvino.com Joe@Curvino.com

KRISSTONE, LLC

Michael Kriss 472 E. Westfield Avenue Roselle Park, NJ 07204 908.620.9700 • mkriss@krisstone.com

MILLER DRUCK SPECIALTY CONTRACTING

Frank Mizerik 264 W. 40th St.-9th FL, New York, NY 10018 212.343.3300 frank.mizerik@millerdruck.com www.millerdruck.com

PORT MORRIS TILE & MARBLE CORP.

Vinnie DeLazzaro 1285 Oak Point Avenue, Bronx, NY 10474 718.378.6100 • vdelazzero@aol.com

PREMIER TILE & GRANITE, INC.

Mathew Messina 31 Bishop Lane, Holbrook, NY 11741 516.903.0460 mmessina@premiertileandgranite.com

SESSO TILE & STONE CONTRACTORS, INC.

Ernie Sesso 35 Wilson Avenue, Woodland Park, NJ 07424 973.709.0184 esesso@sessotileandstone.com www.sessotileandstone.com

VAL FLOORS, INC.

Philip Luppino 555 Gotham Pkwy, Carlstadt, NJ 07072 201.617.7900 • pluppino@valfloors.com

WM. ERATH & SON, INC.

Scott W. Erath 51 Ranick Drive, Amityville, NY 11701 631.842.2244 • scott@erathtile.com www.erathtile.com

51 Ranick Drive E. Amityville, NY 11701 P: 631.842.2244 x210 F: 631.842.0998

CERAMIC TILE PROMOTION FUND

Quality Ceramic Tile and Natural Stone, Installed by Experienced Union Craftsman.

- infinite styles & designs
- diverse functions
- endless creativity
- timeless beauty & elegance
- durability & longevity
- skilled union craftsmanship
- reliability
- pride in work





WWW.TILEPROMOTIONS.ORG

Promoting the benefits of specifying ceramic tile and natural stone installed by union craftsmen in the New York and New Jersey area.



BOARD OF TRUSTEES

Scott W. Erath— chairman Wm. Erath & Son, Inc. scott@erathtile.com

Mathew Messina
Premier Tile & Granite, Inc.

James Donaghy Academic Stone Setters, Inc. Patrick Barrett Jantile, Inc.

In this issue ...

President's Message	 . 3
Historic Chicago Landmark Gets New Life as Boutique Hotel	 . 6
TCAA Labor Report: Part of the Solution	 .12
Tech Corner: Laticrete	
New Technology Grouts for Any Tiling Application	 .14
Trowel of Excellence™ Showcase – Artisan Tile Inc	 .18
2015 Carl V. Cesery Award Recipient	 .22
2015 TCAA Scholarship Awards	 .24
Trowel of Excellence™ Certified Contractors	 .27

9300 Contractor

A quarterly publication of Tile Contractors' Association of America

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

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

Brian Castro, President Elect, DTI of Illinois, Inc.

Lucinda Noel, Treasurer, Commercial Tile & Stone, Inc.

Jennifer Panning, Immediate Past President, Artisan Tile, Inc.

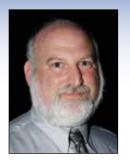
Christopher Leva, Eugene G. Sackett Co.

Brad Trostrud, Trostrud Mosaic & Tile Co., Inc.

John Trendell, Trendell Consulting LLC

Tommy Conner, Superior Tile & Stone, ex officio

9300 Contractor is a free quarterly publication for signatory tile/stone contractors and architects, designers and project managers and published by TCAA for the purpose of sharing information, views and opinions related to the tile/stone industry. TCAA is not responsible for the accuracy of any information, data or views expressed under the bylines of guest authors or in paid advertisements and publication of such information or views does not imply approval by TCAA.



A Message from the President

A MESSAGE FROM THE PRESIDENT

Are you a leader or a boss?

Early in my career, I worked for a tile contractor whose favorite saying was, "Nobody's above a broom". It perfectly described how he lived his life and became an attitude I embraced when, years later, I became "the boss".

Too often, people confuse being the boss with being a leader. A boss directs actions and may even try to "Dazzle them with Brilliance and Baffle them with Bull". That may work for a while but eventually those around the boss come to recognize that while he may be "talking the talk", he has no concept of "walking the walk".

A leader, on the other hand, embraces that walk. He (or she) has a clear vision of where the company needs to go and what's involved in getting there. When he talks, it's to share that vision and define a purpose for his staff or co-workers to believe in and work towards with him. Leading is far more difficult than bossing but the rewards are well worth the effort.

Here are a few key points I've learned over the years in working on my own leadership skills.

Immersion: Get your hands dirty. Learn every aspect of your business in what you do and what you expect others to do. Attempt things you normally would not be required to do. You don't need to succeed every time; just getting the experience is very educational and will build credibility when asking others to perform that task. One needs to lead by example and prove yourself by your knowledge, common sense and most importantly, your ability to inspire rather than coerce your employees.

Observation: Put down the iPhone or step away from the computer and pay attention to what's going on around you and how others are doing things. So much can be learned by just observing.

Listening: It is so easy to hear people and not listen. How often have you already started formulating a reply while someone else is still talking? Really listening does not come naturally and requires lots of practice. When you listen to comprehend instead of just hearing to reply, you gain more insight and understanding of what is going on around you and how best to draw on the strengths and knowledge of every individual in the company.

Questioning: A leader asks "why". Be inquisitive—not judgmental—in asking someone why they are doing a task in a certain way or suggesting a different approach to something. Even if you see someone doing something you believe is incorrect, first ask why they may be doing it that way. You can always suggest a different way of doing it. But by asking "why", you may learn that there's another way you hadn't thought about or get a better understanding of the person's thought process.

Teaching: Always be ready to teach or share your knowledge. Everyone picks up insight going through life but it needs to be shared. This is a very important aspect of leadership. Equally important is being open and receptive to knowledge and insights others might teach to you.

Respect: A boss demands respect; a leader earns it by showing respect to those around him, even when he may disagree with them.

Involvement: True leaders aren't content to sit on the sidelines. They get themselves in the game, whether it's in their home, business, community or industry. What is most important and gets back to the "broom", lead by example. We all have that potential, regardless of our job title. For \$9.99, anyone can get business cards printed with whatever fancy title they want. That doesn't make them a leader. Sharing a vision ... inspiring trust and eager cooperation ... fostering a true sense of camaraderie ... earning respect by giving it. That's what makes a true leader. It's in all of us. We just need to be willing to try.

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

TEC® InColor: **Grout to tackle** tough installations

TEC® InColorTM ready-to-use grout scored winning points at Michigan State University's new North End Zone Complex. The grout eliminated the need for mixing and sealing, speeding the project to completion just in time for the season opener. Resistant to mold, mildew and chemicals,* this stain-proof,** color-consistent grout holds its own in the most demanding environments. For your toughest installations — indoors and out — team up with TEC® InColor. TM

Visit **tecspecialty.com/incolorguide** and enter offer code 9300contractor to download our installation guide and receive a free TEC® t-shirt.



North End Zone Complex, Spartan Stadium, Michigan State University, East Lansing, MI

^{*} See Product Data Sheet for list of resisted chemicals.

^{**}InColor™ Grout is stain proof against most common stains when cleaned immediately.



Historic Chicago Landmark Gets New Life as Boutique Hotel

Chicago has always been known for its love of sports. In 1890, a group of influential Chicago sports and business families – from the Spauldings to the Wrigleys – formed the Chicago Athletic Association and commissioned Henry Ives Cobb to design a building to serve as a playground for Chicago's elite. Three years later, the Chicago Athletic Association opened its doors and became one of America's most revered social clubs.

Over the next 122 years, this gentlemen's club saw many makeovers – including the admission of women – and at different times in its history featured a prohibition-era bar, a natatorium/pool, squash, racquetball and fencing courts and a gymnasium complete with locker rooms and saunas. As the world outside its doors witnessed wars, depression, recovery and mind-boggling technology advances, the stately Venetian Gothic building served as the backdrop for conversation and competition among its members.

In 2007, the club closed and the 225,000 sq. ft. building sat silent and nearly forgotten until Geolo Capital (Commune Hotels & Resorts) and AJ Capital Partners purchased the property to bring it back to life as a boutique hotel. Local



Entrance area of public restrooms

architects Hartshorne Plunkard and New York design firm Roman and Williams were tasked with blending a historical landmark with the kind of new technology and modern day amenities expected in a four-star hotel. Bulley & Andrews LLC was hired

to oversee the project and DTI of Illinois was tapped to perform the tile work throughout the hotel's common areas and 241 guest rooms. Mike Lemmons, LEED AP, was assigned as project manager for the general contractor and Gary Knutson, DTI project manager, led the tile installation team.

A fresh interior design



View of guest room through the guest bathroom

This adaptive re-use project involved major structural modifications and additions that included construction of a new indoor/outdoor rooftop area, total gutting of all nonhistoric spaces, façade facelift and tenant build-outs. Historic elements were surgically dismantled, recreated and reproduced. reassembled and restored. Some notable additions included a new 13th floor rooftop bar with sweeping views of Michigan Avenue and Millennium and Maggie Daley Parks out to Lake Michigan, a 9th floor fitness center, restored 4h floor venue space that

once served as the club's gymnasium, a 2nd floor interactive game room (complete with new bocce ball court), a Shake Shack outlet at ground level and a reproduction of the original swimming pool bottom in the newly infilled pool area tenant space.

To recreate the swimming pool floor, DTI turned to Dal-Tile for fabrication of the tile and patterns needed to replicate a swimming pool floor, complete with racing lanes, depth markers and the Chicago Athletic Association logo. Dal-Tile also supplied stone tile for the 8th floor public restrooms (8"x16" Bianco Statuario on the floors, 3"x6" Bianco Statuario and Bardiglio on the walls and a basket weave mosaic used as an inlay accent). Quarry tile supplied by Dal-Tile was used for on the floors in back-of-house kitchen and bar areas.

In guest bathrooms, the DTI team installed 6"x6" wall tile supplied by American Olean in a running bond with cove base, trim and 3"x6" accept stripe in black and biscuit

in a stacked vertical application. This pattern was repeated in some of the public restrooms. In other restrooms and the locker room areas, 12"x24" Classic Carrara porcelain and 4"x8" tile from the Color by Numbers collection (supplied by Virginia Tile) was installed on the floors and walls.

Under Knutson's leadership, the DTI team installed over 55,500 sq. ft. of tile throughout the hotel. And although the installation went smoothly, it was not without its challenges.

One of the biggest challenges facing the DTI installation team came when installing 34" biscuit and black mosaic tiles on guest bathroom floors. Specs called for the biscuit mosaics to be installed with black grout and

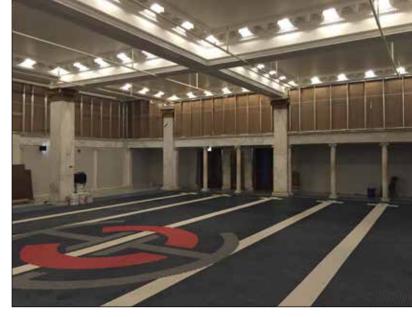


Another guest bathroom

black mosaics installed as accent stripes and roman corners. Supplied by Design and Direct Source, the mosaics were sourced from China which does not precisely follow U.S. industry standards for uniformity and alignment. Problems arose when the installation team inspected the mosaics and discovered variances that would be magnified with the application of black grout. According to Knutson, "every blemish would show if we weren't 110% accurate". But Knutson says his team of skilled craftworkers "worked their magic" and proudly proclaims the finished product to be "stunning". Design and Direct Source also supplied upscale Spanish tile that was installed in a stacked vertical application on bathroom walls in the hotel's luxurious suites.

For setting materials, the DTI team relied exclusively on MAPEI products. Setting materials used included Ultra Plan Easy self leveling underlayment, AquaDefense waterproofing/crack isolation membranes, Kerabond/Keralastic floor system, LFT wall mortar, Ultra Color Plus floor grout, Keracolor U wall grout and Kerapoxy floor grout.

While working with multiple tile suppliers can be challenging, Knutson says clear and frequent communication helped prevent any issues. "We know our suppliers, they know



Tile replicates the old swimming pool floor

us, and those relationships make it easy to pick up the phone and talk about a problem or clarify an expectation," he said. The same holds true with the general contractor whose project manager, Mike Lemmons, has worked Knutson and the DTI team on several successful ventures.

The new hotel, simply called the Chicago Athletic Association Hotel, opened its doors in May. If you stand inside the walls and listen closely, you may hear the sound of five-time Olympic gold medalist Johnny Weissmuller (the original Hollywood Tarzan) diving into the pool or Pudge Heffelfinger, America's first paid professional football player, recounting gridiron stories in the lounge.

DTI of Illinois has been providing quality union tile installation throughout the Chicago area and surrounding suburbs since 1956 and specializes in the installation of ceramic, quarry, stone and detectable warning tiles in commercial applications. DTI's expert management team and installation crews have amassed a lengthy portfolio of superior installations that includes the Boeing Corporation World Headquarters, Museum of Science and Industry, Soldier Field, Palmer House Hotel, Local 150 Apprenticeship Training Facility, University of Chicago, Illinois Benedictine University and its latest project, the Chicago Athletic Association Hotel. DTI achieved TCAA's Trowel of Excellence certification in 2009.

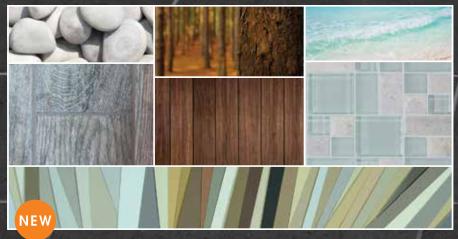
To learn more about this project or DTI, visit www.ctcac.org/dti_illinois_inc.php or call (630) 978-0400.

CUSTOM OFFERS 40 COLORS IN ALL GROUTS.

Refreshed Palette Complements Today's Trends

CUSTOM continues to lead the grout industry by offering the best color lineup that combines existing popular favorites with **nine new nature-inspired colors added for 2015**.

Designers have a new array of colors to choose from – all complementing today's tile trends including wood plank, stone, reclaimed wood, and glass. The new colors are drawn from nature with inspiration from water, sand, and fog with muted gray, brown, green and blue tones.



Choose the right grout!

CUSTOM empowers tile contractors and design professionals to choose the right grout type for the job. All 40 colors are now available in all grout lines, including Fusion Pro.®



CustomBuildingProducts.com | 800-272-8786



TLOATE



TCAA Labor Report

John Trendell, TCAA Labor Committee Chair Trendell Tile, LLC

Part of the Solution

In August I attended a Board of Trustees meeting for our northern Ohio Joint Apprenticeship and Training Committee (JATC). The good news was that a near record number of applications had been received for participation in our upcoming Fall classes. However, the more immediate problem was that many of our contractors needed craftworkers now.

The balancing of labor availability and work opportunities has always been difficult, especially during the summer months. Compound that with the loss of skilled craftworkers from our industry over the last six or seven years because of economic conditions and you have a recipe for trouble.

From what I am hearing from my colleagues around the country, we have many man hours of work on the books but not enough people to fill those hours. That is where your local JATC comes in. The IUBAC training centers are really gearing up to provide the necessary training to make sure that contractors have qualified people with the right skill sets to fill those man hours. This training is not only craft specific but cross-training is also gaining in popularity. This allows the men and women in our workforce can achieve more work opportunities. For many of our contractors, our work covers not only tile but also marble and terrazzo. It certainly makes sense to have employees who can do it all.

The difficult parts of this program in regards to training and education are time and commitment. It takes time to train and it takes commitment from both labor and contractors to provide work opportunities for young inexperienced apprentices. In order to regrow our industry, we all need to be part of the solution. I urge everyone to make a commitment to your local JATC. Be active in the program and policies that your JATC puts in place. But, more importantly, commit to placing new apprentices into your workforce. It is the only way we can insure that our companies and this industry will prosper.

Waterproof, Period!

SUBSEAL®

Liquid Waterproofing and Crack Supression Membrane

SubSeal® is a ready-to-use elastomeric waterproofing membrane which also

functions as a sealant, stand alone crack suppressant

and moisture barrier. Easily applied with a

trowel, brush, roller or airless sprayer, SubSeal®

has superior adhesion to the substrate and meets

ANSI A118.10 and ANSI A118.12 for thin-bed, load bearing waterproof membranes.

Perfect solution for bathrooms, kitchens, exterior decks - areas where waterproofing and crack suppression are needed!



(available in 1 or 5 gallon sizes)



(800)633-4622

www.nacproducts.com



New Technology Grouts for Any Tiling Application



By Arthur Mintie, Director of Technical Services

LATICRETE International, Inc.

New grout technology and product performance continues to evolve as the demands and expectations from end-users continue to expand. Customers expect their tile and stone finishes to not only be visually appealing, but long lasting and easy to maintain. The same expectations are demanded for grout in the various conditions that it will be exposed to. Therefore, grout technology improvements are constantly evolving to meet the demands of end users whether they have commercial, industrial or residential environments.

Grout is a very important component of any tile installation for a number of reasons. Of course, a consistent grout joint results in a finished "look" for any project. And with today's diverse palette of available grout colors, in many ways grout now is looked at as a design element as well. But there is even more information end users should know about this product category. By educating them correctly, they ultimately will make better buying decisions... decisions which will result in better installations, and ultimately a satisfied owner that will experience years of performance from their tile and stone installation.

For a first-class tile installation, the grout selected should be as durable as the tile to which it surrounds. It should offer relevant colors that last as long as the tiled project does, and this could mean for dozens of years. The grout should be dense and resist staining. Tile is typically selected as a finish due to its low porosity. Shouldn't they select grout for that very same reason? Finding tile grout that will withstand time, wear, and the elements, has been a challenge confronted by installers, designers and builders for decades. Thanks to the dedication and ingenuity coming from today's top manufacturers' research and development programs, grouting products are available

which offer features previously only dreamed of for commercial, industrial and homeowner/do-it-yourself installations.

Today's best tile grout is developed to exceed the toughest commercial criteria providing a worry-free installation. Your customers need to know that stain-resistant grouts should always be cleanable to the original color and also, offered in huge color selections. The best grout should be easy to install and as easy to maintain as the tile itself.

There are basically three types of grouts used by today's top tile installation contractors: epoxy grout, cement-based grout, and one-step pre-mix grouts and there are reasons why all three can be used in distinct situations.

EPOXY BASED GROUTS

The best ANSI A118.3 compliant epoxy grouts (e.g. LATICRETE SPECTRALOCK PRO Premium Grout) are designed for use on ceramic tile, glass tile and stone applications, for both residential and commercial installations. It can be used for both interior and exterior on floors and walls. Ideal for re-grouting applications, these products are perfect for swimming pools, fountains and other wet area applications. These grouts have low porosity rates, which makes them inherently resistant to staining and keeps the color looking vibrant for years.



In addition, higher performing ANSI A118.3 compliant grouts which meet certain performance criteria of ANSI A118.5 compliant grouts (e.g. LATICRETE SPECTRALOCK 2000 IG) can be used in demanding industrial and commercial applications where ultimate chemical resistance is required. These grout types are equipped to resist the most aggressive food acids, industrial grade cleaners and can withstand the everyday abuse typically faced in commercial and industrial kitchens, veterinary clinics, food processing plants and other similar demanding applications.

SPECTRALOCK® PRO Premium Grout is a patented, high performance epoxy grout which offers color uniformity, durability, stain protection, and full grout joints in an easy-to-use, non-sag formula. Designed for use on ceramic tile, glass tile and stone applications, it can be used for both interior and exterior floors and walls as well as swimming pools, fountains and other wet area applications. Backed by a lifetime system warranty, SPECTRALOCK 2000 IG is a highly chemical resistant industrial grade epoxy grout for: ceramic tile, pavers, floor brick, packinghouse tile, and stone.

SPECTRALOCK 2000 IG is supplied as factory proportioned kits consisting of epoxy resin, hardener, and silica filler and backed by a LATICRETE 25-Year System warranty.

CEMENT BASED GROUTS

When cement based grout is required, look for grouts that meet the higher performance standard of ANSI A118.7 (e.g. LATICRETE PERMACOLOR Select Grout). These grouts have the ability to offer the maximum performance available in a cement-based grout. These products are suitable for use on floors and walls in both interior and exterior projects, in residential or commercial applications. These modern cement based grouts are equipped with the ability to provide color consistency, enhanced stain resistance, crack resistance, flexibility and reduced efflorescence – many of the features and benefits that were not available in traditional cement based grouts.

LATICRETE PERMACOLOR Select Grout – high performance ANSI A118.7 compliant cement based grout provides all of the high performance features that cement based grouts typically provide in addition to providing installers the flexibility to supply the requested color on demand. LATICRETE PERMACOLOR Select Grout comes in a single white colored base. Job site added color packs to match almost any color are available to create the exact color desired. PERMACOLOR Select is an advanced high performance cement grout that offers the industry's first dispersible dry pigment solution. PERMACOLOR Select is designed for virtually all types of residential and commercial installations and offers optimum performance on the most demanding exterior or interior applications. Easy to mix, grout and clean, PERMACOLOR Select is fast setting and is suitable for joints 1/16" to 1/2" (1.5 mm to 12 mm) wide on floors or walls.

PRE-MIXED GROUTS

The third category is the pre-mixed grout type. These grouts are one-step, open the pail and spread type products. They are typically used in interior residential and light commercial applications. They are ideally suited for restroom walls, countertops and back splashes. Some of the product features and benefits of this grout category include the elimination of mixing errors (e.g. adding too much water), provides vibrant color consistency, stain and



crack resistance while providing a flexible and durable grout joint.

LATICRETE PLASMA Grout –professional grade grout that is ready-to-use. Built on a new patent pending technology platform, it provides unmatched early strength development, ease of workability and superior stain resistance that does not require sealing. PLASMA is ideal for use in most grout applications including; ceramic, glass and stone tile, re-grouting, residential and commercial and a non-sag formula for floors and walls. Equipped with anti-microbial technology to inhibit the growth of stain-causing mold and mildew in the grout joints. With industry leading physical performance, PLASMA provides a uniform color – no blotchiness or shading, UV stable and is available in 20 popular LATICRETE grout colors, as well as a translucent option for more design possibilities. Translucent contains glass beads suspended in a translucent binder. The result is a grout joint that allows light to pass through and reflects the color of surrounding glass tiles. PLASMA is backed by a LATICETE 25 Year System Warranty.

Whatever grout category is required and selected, look for additional product features that provide benefits to the end user, such as anti-microbial agents, which resist stain-causing mold and mildew.

Also, today's best tile grouts are UL GREENGUARD Gold certified to meet appropriate indoor air quality standards for volatile organic compounds (VOCs). In addition, because customers select tile installations for their long-term lifecycle, they should be informed that today's high quality grouts have strong warranty programs supporting them as part of the entire tile or stone installation materials system.





Trowel of Excellence[™] Showcase



Artisan Tile Inc.
Brighton, Michigan
Jennifer Panning, President
Trowel of Excellence Certified 2007



Jennifer Panning President, Artisan Tile Inc.



Patient room at Karmanos Center for Natural Birth Wall tile detail (right)

Founded in March of 1995 by by Jennifer Panning,

Artisan Tile has emerged as a leader in the Southeastern

Michigan Tile Industry. As a partner in many of the premier construction projects in Southeast Michigan, Artisan Tiles most notable projects are: Northwest Airlines Edward



Bathroom in the Karmanos Center for Natural Birth

H McNamara
Terminal, for which
they were awarded
the prestigious
IUBAC Craft Award
for Best Tile Project
in 2002 and the
New Midfield
Terminal where the
tile and terrazzo
was completed
in 2009.

Artisan Tile is committed to continuing education, training and product information for staff, craftworkers and customers. This has been evident in their continued support and involvement with the Tile Contractors Association of America (TCAA) and promotion of Advanced Certification Testing (ACT) for journeymen mechanics.

Memberships/ Affiliations

Northwood University Board of Trustees
Construction Association of Michigan Board of Trustees
Greater Detroit Terrazzo Contractors Association
National Terrazzo Mosaic Association
International Masonry Institute
International Union of Bricklayers and Allied Craftworkers
Past President of the Tile Contractors Association of America
Women's Business Enterprise National Council WBENC (WBE)



Bathroom tile detail

Artisan's Naturally Beautiful Tile Graces New Natural Birth Center

Rich coppery earth tones and soothing greens make up part of the natural color palette in the amazing tile work in the Karmanos Center for Natural Birth in Royal Oak-Beaumont Hospital's South Tower. Artisan Tile, Inc., Brighton, was the company responsible for installation of over nine different types of specialty tile used in four areas of each of the six patient rooms.

Glass tile in shades of dark blue and wisps of white forms a headboard behind the bed. Iridescent glass tile in a shimmer of copper, aqua, green and other colors forms a half circle on the wall beside the room's tub. Much of the tile is cut in an oblong, almost elongated diamond pattern that is framed in square glass tiles, both on the wall and on the tub itself. Clearly, Artisan Tile lived up to its name, having successfully completed



Specially designed sink area in the Karmanos Center for Natural Birth

an installation involving six tile patterns that alone used more than 20 different colors of glass.

Recessed areas of wall in the rough shape of a semi-circle form large curves and cut-outs on both the walls adjacent to the tub and as part of the bed's headboard. In the tub area, Artisan Tile tried to minimize the cutting of the glass tile as much as possible along the edges where the inner recessed wall of tile meets the outer tile "frame." Adding to the complexity, the frame is not flat, rather "the cut-outs and curved areas recessed into the wall substrate were built out to create dimensions that would accommodate full tiles in these areas," said Artisan Tile President Jennifer Panning.

Stone is the other dominant tile material. The floor in the tub area is pebble tile; the changing station and the toilet/shower room are also clad in stone tile. The project team included owner, Beaumont Health System; general contractor, Clark Construction Company, Lansing; architect, Harley Ellis Devereaux, Southfield; and owner's representative, Jones Lang LaSalle, Detroit.

Information courtesy of Artisan Tile; Edited by CAM Magazine
 Photos Courtesy of Beaumont



- Holds a crease
- Available in 3' & 6' widths
- Made in USA

ValueSeal™ Thin-Bed Bonded Waterproofing





TCAA Announces 2015 Carl V. Cesery Award Recipient



John Trendell 2015 Carl V. Cesery Award Winner

TCAA is pleased to announce that John Trendell is this year's recipient of the prestigious Carl V. Cesery Award for outstanding service to the industry. He will be recognized at the 2015 Total Solutions Plus conference in Savannah during the Awards Luncheon on Monday, October 26.

Trendell's 40-year tile career began in 1975 with a part-time job at Cleveland Marble Mosaic Co. while he attended Cleveland State University. After graduating in 1976 with a Bachelor's degree in Civil Engineering, he joined Cleveland Marble full time and remained there until starting his own contracting business in 1981. As the business grew, Trendell's company performed countless commercial and residential installations throughout the Midwest, on the east coast and in Florida where a residential project received national recognition with a TCAA Project of the Year award. Today, Trendell Tile works with multiple national accounts in the hospitality industry, one of which invited him to participate in redesigning its national specifications for tile work.

A teacher at heart with a love of history, Trendell returned to college in 2001, earning his teaching certification with a major in labor history. A favorite "teaching" story he likes to tell is how, at the dinner table, he would hold up the pocket scale he used to do take offs and tell his daughters "this is why you have a nice life".

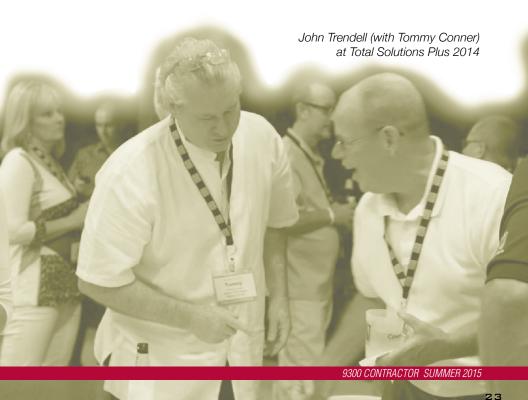
His interest in giving back to the industry led him to become active in Tie Contractors' Association of America (TCAA), first by sitting on the labor committee and then by joining the Board in 2004. Since then, Trendell has held every office in TCAA and continues today to serve on the Board and as TCAA's labor committee chair. While serving as TCAA President, he was instrumental in creating the industry partnership that led to qualified contractor language becoming part of the TCNA Handbook in 2012. He went on to play

a key role in creation of the Advanced Certifications for Tile Installers (ACT) program and continues to serve on the ACT Task Force today. He was also one of the first contractors in the nation to have his installers ACT certified.

Trendell's strong interest in the men and women who are the craftworkers and the backbone of the industry led him to serve on numerous local and national committees and boards. Currently, he serves as a trustee for the International Pension Fund, the International Masonry Institute and the International Council of Employers. And most recently, he works as a member of the IUBAC Apprenticeship and Training Task Force to bring national standards to the many different local apprentice programs across the country.

While Trendell's many contributions are fueled by his passion for the industry, it's the relationships he has made during his career that bring him the most satisfaction. "Working with great people who are passionate about our industry is what this business is all about," he said.

TCAA congratulates John Trendell, our 2015 Carl V. Cesery Award recipient, and thanks him for his past and continued outstanding service to the industry.



2015 TCAA Scholarships

Since 2001, the Tile Contractors' Association of America has had the honor of awarding two annual merit scholarships in the amount of \$2,000.00 to outstanding architectural students. TCAA is committed to rewarding high achieving students who will lead their industry, shape the language of design, and create new ways to give shape to their vision for public and private space as art for habitation.

Congratulations to the TCAA 2015 Architectural Scholarship Recipients!

Tanner Hyland

Tanner is entering his 3rd year of a 5 year Master's of Architect degree at Kansas University where he is ranked #3 in his class, maintains a 3.92 GPA and has been listed on the university Honor Roll for the last 2 years.

Tanner stated that he feels architecture is a very demanding profession which requires good time management skills. And while his grades continue to be a major focus of his (he has yet to earn anything below and A- in college), he has made an effort to become involved in areas outside



of architecture to enhance his time management skills and help him become an overall well-rounded person. To achieve these goals, Tanner joined the American Institute of Architecture Students the Sigma Phi Epsilon Fraternity and is currently campaigning for a Student Senate position.

Natasha Sanjaya

Natasha is working toward her Master's of Architect degree and Certificate in Ecological Architecture at the University of Pennsylvania, School of Design where she carries a 3.83 GPA. She is the recipient of the Ken Gwinner Student Leadership Fellowship and the Alpha Rho Chi Bronze Medal.



This past summer, Natasha was given the opportunity to spend two months in Turkey as a research assistant for an archaeological team studying the vernacular Turkish architecture. The research covered simulating and analyzing the uncovered artifacts to understand how Turkish architecture provided occupant comfort without relying on mechanical systems to function and how local materials can achieve what our advanced technology is trying to do today.

TCAA also offers a scholarship award to relatives of our **TCAA** Contractor **members.** This program is designed to recognize the academic achievements of our exceptional college, or college-bound, students with a monetary scholarship based solely on merit. One student is chosen each year to receive the \$2,000 scholarship.

Congratulations to the 2015 TCAA Family Scholarship Recipient!

Kara Sjostrom

Kara is the granddaughter of Eugene Grazzini, Jr, of Grazzini Brothers & Company.

Kara ranked #1 in a class of 481 students and holds a 4.0 GPA. She is a member of the National Honor Society and the Delta Epsilon Phi National Honor Society. She received the AP Scholar Award in 2014 and the Academic Excellence Letter Award for attaining a GPA of 4.0 for 4 consecutive quarters 2012-2014. In addition to her academic excellence, Kara also received the Outstanding Academic Athlete award in tennis 2013-2014 and the Minnesota Tennis Coaches Association's Academic All State Award in 2014. According to Michael Haugh, her math instructor," Kara is not ranked #1 in her very large senior class by chance. She places a very high regard on her education, is incredibly bright and her class room work is unequalled".

In her free time Kara is either volunteering or working. She volunteers running youth softball clinics, works with 5 & 6 year olds at her church and is an active National Honor Society member. Kara also operates her own vending machine business year-round and works full time for Grazzini Brothers in the summer.







Schluter®-DITRA

Uncoupling membrane for tiled floors

Schluter®-DITRA-HEAT



- Ensures the lasting beauty and functionality of tiled floors
- Prevents the main cause of cracked tiles
- Waterproof to protect your subfloor
- Lightweight alternative to cement backerboard
- Easy to handle and transport
- Cuts with utility knife or scissors (no saws and no dust)
- Quick and easy to install
- No-nonsense warranty

Connect with us!





Trowel of Excellence™ Certified Contractors

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.

CALIFORNIA

De Anza Tile Co., Inc Richard A. Papapietro, Jr. 45755 Northport Loop West Fremont, CA 94538 Ph: (650) 424-0356 Website: www.deanzatile.com

Superior Tile & Stone

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

ILLINOIS

Bourbon Tile & Marble, Inc.

Nancy Bourbon 270 Lexington Drive Buffalo Grove, IL 60089 Ph: (847) 229-9694 Website: www.bourbontile. com

DTI of Illinois, Inc.

Brian Castro 2511 Molitor Road Aurora, IL 60502-9682 Ph: (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 Ph: (847) 949-1010 Website: www.ctcac.org/gm_sloan_mosaic_tile_co.php

Ready Tile Co., LLC.

John Malizzio 2260 Southwind Blvd. Bartlett, IL 60103 Ph: (630) 497-9945 Website: www.readytilecompany.com

Trostrud Mosaic & Tile Co.. Inc.

Brad Trostrud 779 N. Dillon St. Wood Dale, IL 60191 Ph: (630) 595-3700 Website: www.ctcac.org/ trostrud_mosaic_tile.php

Venice Terrazzo & Tile Co.

Grace Gebhardt 1219 Orchard Avenue Rockford, IL 61101-3078 Ph: (815) 964-6824

MASSACHUSETTS

Port Morris Tile & Marble Corp.

Mark Liljegren 66 Von Hillern Street Boston, MA 02125 Ph: (617) 265-7585

MICHIGAN

Artisan Tile Inc.

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

Boston Tile & Terrazzo Co.

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

MINNESOTA

Grazzini Brothers & Company

Al Grazzini 1175 Eagan Industrial Road St. Paul, MN 55121 Ph: (651) 452-2700 Website: www.grazzini.com



NEW JERSEY

Artisan Tile & Marble Co. of NJ. Inc.

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

BFC. Ltd

Bernadette Baumgardner 207 West Parkway Drive Egg Harbor Township, NJ 08234 Ph: (609) 645-2808 Website: www.bfc-ltd.com

KrisStone, LLC

Michael Kriss 472 E. Westfeld Ave. Roselle Park, NJ 07204 Ph: (908) 620-9700

Website: www.krisstone.com

V.A.L. Floors, Inc.

Philip Luppino 555 Gotham Pkwy Carlstadt, NJ 07072 Ph: (201) 672-9320 Website: www.valfloors.com

NEW YORK

Continental Marble

Christopher R. McConnell 1361 Lincoln Ave., Ste 2 Holbrook, NY 11741 Ph: (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 Ph: (585) 647-3250 Website: www.egsackett.com

Miller Druck Specialty Contracting

Frank Mizerik 264 West 40th St., 9th Floor New York, NY 10018 Ph: (212) 343-3300 Website: www.millerdruck.com

Port Morris Tile & Marble Corp.

Vincent DeLazzero, II 1285 Oak Point Avenue Bronx, NY 10474 Ph: (718) 378-6100 Website: www.portmorristile.com

William Erath & Son, Inc.

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

OHIO

Commercial Tile & Stone, Inc.

Lucinda Noel 9153 Tahoe Circle Strongsville, OH 44136-1412 Ph: (216) 741-8141

Corcoran Tile & Marble, Inc.

Doug Taylor 1250 E. Schaaf Road Brooklyn Heights, OH 44131 Ph: (216) 898-9920 Website: www.corcorantile.com

Trendell Tile LLC

Abigail Gerber 6556 Brown Rd. Oregon, Ohio 43616 Ph: (419) 604-3155 Website: www.trendelltile.com



STRATA_MAT

The Next Generation Uncoupling Mat



Mortar Hydration Vents

Accelerates thin-set curing for faster dry time of porcelain and larger format tiles — grout the next day



Mechanical Bond

Thin-set mortar forms a mechanical bond to STRATA_MAT™ surface for greater strength



Instant Coverage Verification

Translucent color indicates proper mortar coverage under STRATA_MAT







- For use with modified thin-set mortars
- ASTM C627 (Robinson) EXTRA HEAVY
- Easy layout Chalk lines are easily visible
- Anti-fracture protection Helps prevent cracks

www.laticrete.com | 1.800.243.4788



Globally Proven



The Grout Game Has Changed!







- Never needs sealing equipped with STONETECH® Sealer Technology
- Virtually eliminates batch-to-batch color variation
- Fast setting ready for foot traffic in 3 hours

on PERMACOLOR Select!

www.laticrete.com | 1.800.243.4788

