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in Glass Tile***

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Showcase:
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***Vibrant Urban Core—
The Shops of Summerlin
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WINTER 2015

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We salute Bruce Del Turco on his retirement as Corporate Secretary/Vice President of Del Turco Brothers.

Bruce served as an inspiration in his many years of leadership in the tile industry and service to the Greater NY&NJ Tile Contractors Association and the Ceramic Tile Promotion Fund of Greater NY&NJ.

On behalf of our members and the entire tile industry, we extend our best wishes to Bruce.

He will be missed.



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A Message from the President

A MESSAGE FROM THE PRESIDENT



Learning the Pride of Craftsmanship

A discussion came up the other day about the likelihood of a shortage of qualified labor in our industry. I'm not referring to the type that we as an industry have been actively trying to improve upon with *Trowel of Excellence* and Five Star. I'm referring to the lack of young people wanting to join our industry. The reality is, it's not that they don't want to, it's just that they don't know how. As I jump on my soap box once again, what I'm referring to is a seed that was planted 30-35 years ago and has now become an epidemic. It is a lack of creativity.

When you think back to the late 70's and early 80's, many of the public school systems across the country decided that having vocational classes was a waste of money. Due to budget cuts, vocational and art classes were no longer a priority. This was made even worse in the 90's and the turn of the century with the philosophy that every kid must go to college and anything less than that was, for lack of a better word, a "failure" to the system.

We as a society lost a lot with the closure of those classes. It didn't matter if it was Ceramics, Metal Shop, Auto Shop, Wood Shop, Graphics/Print Shop, Horticulture, Electronics or Art, these classes all taught us to be different. They taught us to work with our hands and think creatively. Build with your hands and your mind all at once. Even a required project became different than everyone else's because no two could be created the same.

Learning to work with your hands and your mind makes and expands one's creativity and self pride. These courses bring social classes together since you

can't be right or wrong when you make something that comes from within. It even gives you another avenue of thought and a different approach you would not get in a math or English class.

Working and completing a project builds pride in oneself. The pride of holding a smoothly sanded skateboard or a clay pot that you made is every bit as special if not more so than an "A" on an Algebra test. What makes creating something with your hands so very special is that no matter how much you want it to be the same as the model, it will always be a little different, unique...yours.

Most importantly, the gratification you have in yourself when showing others your accomplishment is a constant reminder each time you look at what you made. It becomes inspiration towards what you are going to make as your next project. It gives a certain pride that young people today seem to be missing because they never learned it.

My superintendant was working with his father when I came into the tile industry full time 31 years ago. I remember his father worked on a townhome project and then a condominium project right across the street to the north. I asked my superintendant to check out an existing hospital that need some work and told him it was right across the street, to the east, from those two projects he and his dad had worked on. His reply was "those projects were my dad's pride". How often do you hear that these days?

Until next time,

Ron Schwartz
TCAA President





The glass tile recreation of the 1893 Chicago World's Fair started with millions of tiles, and a systematic and careful numbering process



Stunning Glass Mosaic Recreates Chicago World's Fair

When the law firm of Latham & Watkins was designing its five floors of offices in downtown Chicago, it wanted an architectural feature that set it apart and reflected the firm's Chicago roots. The final plan designed by Gensler fulfilled both goals with two custom glass tile murals recreating the 1893 Chicago World's Fair.

Trostrud Mosaic & Tile was tapped to perform the installation of the two murals. Each mural measured 56 feet long by 16 feet high and contained 900 individual tiles per numbered sheet of tile sized 10mm x 10mm. In all, approximately 1.6 million individual glass mosaic tiles were installed.



The scale of the wall adds to the monumental feel.

According to Brad Trostrud, Vice President of Trostrud Mosaic & Tile, the complexity of the glass tile installation created early concerns about the wall substrate and installation method. To address those concerns, Trostrud requested a coordination meeting with the drywall contractor, setting materials representative, architect and general contractor to ensure the drywall, drywall steel frame structure and installation method of tile were all optimal. “This was a very expensive tile installation,” he said, “and we wanted to account for any possible pitfalls and their potential impact on the project and the schedule.”

Trostrud was asked to obtain pre-bid budget pricing from a number of different mural manufacturers, pricing stone mosaics and glass mosaics in various formats. The project owner and architect finally settled on glass mosaics and Bisazza North America Mural was selected to supply the glass tiles. To accommodate the tight schedule on the project, Bisazza set the mosaics to paper at its Mexico fabrication facility and sent the sequentially numbered, paper-backed tiles to Chicago by truck.

The numbered tile sheets were placed on a setting map to guide the installers on each tile’s location. The drywall substrate was initially washed down with a mixture of Keraply and water to solidify the paper and gypsum and then skim coated with an

application of Keraply and P-10 Adesilex. The glass mosaic tiles were then installed using a mixture of Keraply and P-10 Adesilex and grouted with a neutral basis epoxy grout developed by MAPEI for Bisazza.

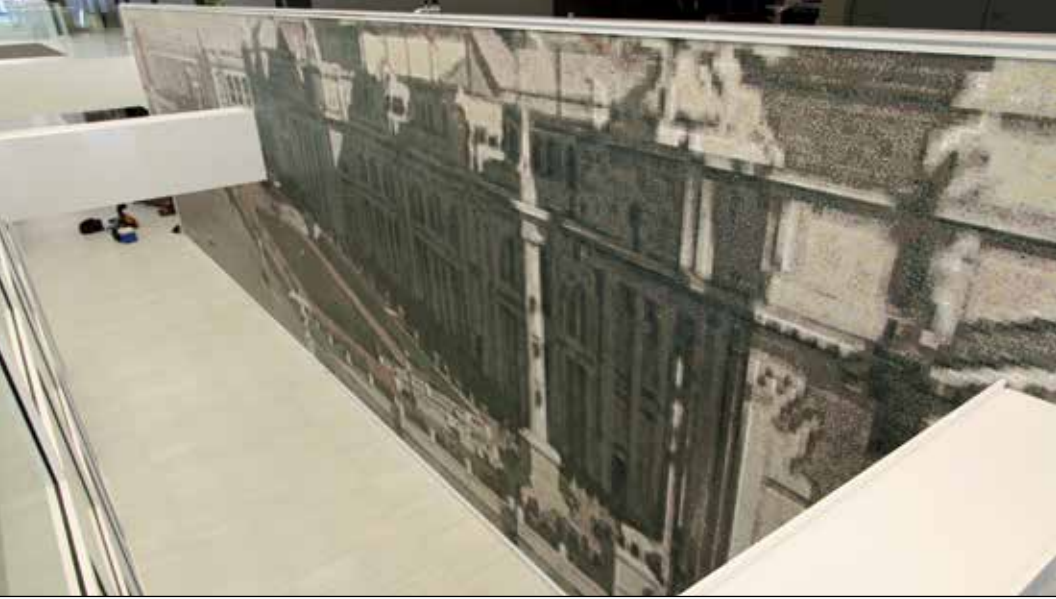


Another view of the historic Chicago World's Fair mural

A major challenge in installing paper-faced mosaics is not being able to see what's being installed. In this case, there were a number of instances where the individual mosaic tiles came off the paper transfer sheet, requiring the installers to fill in after the paper was pulled. When this occurred, the installers would use a carbide tipped Dremel tool to remove the cured thinset in the spot where the 3/8" square tile should have been, select the appropriate color tile and install it with a quick setting mortar.

View from the lobby of Latham & Watkins





Overhead view of the main corridor

Once all the tiles were installed in each section, a clear epoxy grout was applied. The field of tile filled by the clear epoxy ranged from black through all colors to white and Trostrud describes the grout as a “quite unique” mixture of clear epoxy resin and clear glass beads. “The epoxy reflects the color of glass next to it so when surrounded by black tile, the joint looks black, the same with white and so on. It was truly amazing how this grout appeared to be the color of the adjacent tile as you looked across the mural.” Four different colors of caulk were also used for the expansion joints in the wall.

In addition to the two mural walls, Trostrud installed 11,800sf of 12”x24” floor tile and 3,100sf of 12” x12” and 12” x 24” wall tile throughout the Latham & Watkins offices. On the floors, Florida Tile’s Tides Sea Salt was set in MAPEI Mapelastic LFT thinset mortar over Mapeguard2 antifracture membrane and then grouted and sealed with Custom polyblend floor grout and Miracle Sealant H20+ Penetrating Sealer. On the walls, Porcelanosa’s Town White Matte and Niquel Matte was set in Mapelastic LFT and grouted with MAPEI’s UltraColor and sanded grout.

Completed in May 2014, the project spanned four months and involved 2,350 man hours. Trostrud credits his skilled BAC installation crew for meeting the challenges of both the complexity and short time line on this project. “We expect everyone involved in our company to bring their ‘A game’ to every project and we’re never disappointed,” said Trostrud. “On this project, our installation team gave us an A++ effort, helping us to deliver a superb product that exceeded everyone’s expectations.” ◆

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The Shops at Summerlin Centre are now part of a vibrant urban core in Las Vegas, NV

The Shops at Summerlin Centre



Early construction

The Shops at Summerlin Centre are an integral part of a long-awaited, vibrant urban core for this award-winning, 22,500-acre master-planned community located on the west side of Las Vegas. Renamed Downtown Summerlin and sprawling over 106 acres, this mixed use retail project includes 33 single and two-story buildings, parking garages and a nine-story office building designed to cater to Summerlin's growing population of higher income residents. This deluxe, desert outdoor lifestyle center features approximately 125 shops and restaurants, connected to high density, urban style residences through centrally located neighborhood parks, lush streets-

capades and enhanced pedestrian corridors. Many of the buildings use high-end materials and experimental building structures such as the roofing system over the largest retail centralized building. And once all phases are completed, the entire project is expected to garner a LEED-Gold certification.

After being put on hold for several years as a result of the last recession, the project was restarted and Superior Tile & Stone was tapped to provide fabrication and

installation of tile and stone throughout the retail portion of the project. Superior sourced limestone, marble, granite, porcelain tile and terra cotta from Spain, Portugal, Italy, Germany, China and the USA for the project. The complexity of the project and tight schedule required Superior's management team to visit suppliers throughout the world to switch out products that did not meet the design team's demanding criteria and to replace producers that could not meet the schedule. Shortly before the November 2014 completion date for the project, general contractor VCC reached out to Superior to complete installation of over 100,000 square feet of concrete pavers – all in less than eight weeks.



Variety of brick, stone and tile materials used

Construction begins on the facade





Detail of tilework and outdoor seating around the fountain

Superior fielded over 150 employees, each of whom took great pride in the quality of their work. This extremely challenging project pushed the Superior team to its limits. In the end Superior stood out, driving preceding trades to completion of their work and completing the work of another.

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. ◆

Contractor: VCC, LCC

Owner: The Howard Hughes Corporation

Architect: ELS Architecture & Urban Design, Altoon Porter Architects

The finished Summerlin Centre provides a beautiful shopping environment



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Estimating and Sales

Vincent P. DeLazzero, CEO
Port Morris Tile & Marble

I have had 45 years' experience in the marble and tile business as an owner, project manager, estimator and salesman. In that time, I've found the path to success lies in Passion, Selection, Details, Presentation and Sales.

Let's start with Passion and Selection (or choices). If you bid projects and you're not passionate about your choice, you probably won't be successful. Just going through the motions to get a price out is usually a waste of your time so select projects with a client with whom you have a good history and a product with which you are familiar. You must be confident to buy and install competitively. If it's a new product, get familiar with it. Bring samples in and install a small quantity. Otherwise, you will bid your labor too conservatively and most assuredly not be the successful bidder.

Second, of course, are the Details. Plans and specs, baby! Allow enough time to be thorough because rushing through a bid may get you a project you wish you never had. Details and specs often contradict themselves so clarify your bid and don't include things that you might think are necessary, but aren't called for. Of course you have an obligation to offer specs that you feel are necessary to do a proper job. Offer them as an additional line item. Your competitor may not, and it will put you in a better light without blowing out your price. On the flip side, "Value Engineering" always goes over big. Find alternate ways to achieve almost the same thing at a reduced price. Very often it's using another manufacturer with a very similar product that doesn't compromise the quality. It also can be methodology; larger units that can be installed more efficiently for example. Mounting tiles can also create big savings. Be cognizant of the schedule in terms of the lead time on products and the installation schedule. Always ask the contractor for his schedule.

When selecting a supplier or suppliers, create a spread sheet. It should include a comparison of price, payment terms, schedule, and any other pertinent information that will help you make an informed decision. Do not submit samples for approval unless you are tied in with a supplier. Tying in with a supplier is a great strategy, if done thoughtfully. Ask the supplier to give you his best price up front and, if it is your best price, by all means get the architect to approve it. You'll have a great quote and avoid further negotiations if you get the project. You will also create loyalty for the future. If you just simply get samples approved without a good final price, everyone is at the mercy of the supplier.

If you get involved early in a potential project and are passionate about the details, you'll develop a great bid and have lots of people pulling for you. Over the years, I found that the projects I particularly wanted to get, I probably got 75% of the time. Passion and diligence, done right, make it almost impossible not to award you the contract.

Presentation and Sales go hand and hand. Insist on making a presentation because, if done well, it will help you immensely. Getting a meeting with the architect, contractor, and possibly the owner, is your opportunity to demonstrate your intimate knowledge of the project and the qualifications to succeed that are unique to your company. Talk about the number of years you've been in business and your company's experience. Point out your Trowel of Excellence certification that sets you apart from your competitor and mention your industry affiliations (like TCAA) as well. Also, be prepared to give advice to the contractor on how he should be prepared for your installation and make sure you're on top of any new innovations that might be available but aren't shown on the drawings. Give them visuals with Power Point (you can never bring enough samples of your work) and leave them with "a warm and fuzzy feeling" about your company. During price negotiations, they will know that your bid offers more than your competitor's. And when the negotiator tries to get that last dime, remind him of what you bring to the table and the power he will have during the course of the project so he lets you keep that dime without losing face.

Of course, dress well and always be polite and respectful. Never put down your competitor and don't show frustration or anger if things feel like they're slipping away. You never want to burn bridges. I've lost projects where I felt I did everything right and know how that feels. It will feel a lot worse if you lost by not being prepared. ◆

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TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Consulting, LLC



National Standards

Building on several additional meetings, the IUBAC Apprenticeship and Training Task Force has created an outline for developing a curriculum to provide a set of national standards for apprenticeship and training courses throughout the country. IMI and BAC staff will be working on specifics over the next several months and the Task Force will be meeting in early June to finish up its work. The timing is such that at the 2015 IUBAC National Convention in Baltimore this September the standards will be voted on.

The areas of concentration will include both hard skills and soft skills. The hard skills will, of course, be teaching best practices of installation and the mechanical skills necessary to become a journey person. The soft skills will be adding additional skills that were not necessarily part of prior apprenticeship programs. These skills will include computer use as it is incorporated in blueprint reading (CAD) and future work with Building Information Modeling (BIM). Also included will be work ethics, building positive attitudes, and life skills.

To augment and help promote a successful training program, recruiting, pre-apprentice training, instructor standards, and participant feedback will be important parts of the process.

The dedication and sincerity of all the members of the committee has been a wonderful witness to how important both management and labor view the future of our industry. ◆



Trowel of Excellence™ Showcase

Trendell Tile LLC
Oregon, Ohio
Abigail G. Gerber, President
Trowel of Excellence™ Certified 2012



First row: John E. Trendell, Civil Engineer; Abigail Gerber, President; Mary Trendell, Vice President. Second row: Jeff Rush, Setter; John Delgado, Finisher; Terrence Trame, Setter, Jacob Gardner; Setter

Recognizing that time waits for no man (or woman!) John Trendell started thinking a few years ago about who might carry on the ceramic tile business he had first started in 1981. He found the perfect fit in Abigail Gerber. She was a longtime friend of the family (having actually babysat John and Mary's three daughters) and she owned a family insurance business with which Trendell had worked. When her parents decided to retire, Gerber sold the business and Trendell immediately offered her an opportunity to take over his business. "The timing was perfect." says Trendell.



The Motor City Casino lobby

“She understood what a family business was all about and she understood the risks and rewards of construction work.”

For her part, Gerber recognized that with Trendell's 40 years in the tile and stone business, she could rely on his knowledge and associations to “keep a good thing going”. Their work is primarily commercial and over two thirds of the work is client and account based. “I found that Trendell Tile and John are well known for quality and service to their customers”, Gerber said. While their geographical area is primarily the Midwest, they will do work for their customers almost anywhere, most recently Florida and Delaware.

Trendell Tile is a long-time member of TCAA and has been recognized nationally for its quality work. The company has received a TCAA Project of the Year award, a national craft award from the IUBAC for best tile/mosaic project, and the Golden Trowel award from the International Masonry Institute.

It earned *Trowel of Excellence* certification in 2012.

Trendell Tile is emphatic about the importance of training and education for its workforce. Gerber points to the many ways in which Trendell commits his time and talents to help the industry. “He is a Trustee for the International Council of Employers (ICE), the International Pension Fund (IPF), and the International Masonry Institute (IMI).

Another view of the lobby





Greektown Casino men's room vanity area with granite, modern fixtures, cherry wood cabinets and mirrors, and beige/white tile design.

real easy to pick up the phone, call a Business Agent in a different town and put a face to a name.”

Within the company's operations, Gerber's impact was almost immediate. Trendell is the first to acknowledge that her knowledge of automated systems and procedures has brought him out of the “dinosaur age” and is slowly helping him overcome his aversion to computers. “Abigail has really put our office into the 21st century”, he said. “I'm amazed at how things can work at the touch of a button—not that I want to touch any of the buttons.”

Gerber is making her mark in company sales, too. Most recently she negotiated a remodel project for a large casino in Detroit. Initially the work included remodeling six sets of toilet rooms with over 18,000 square feet of large format tile and granite countertops. The project has since evolved into a complete makeover. Over 6,000 linear feet of marble base has been added, bar and lounge areas are adding 4,000 square feet and wall mosaics are in the design process.

The key to their success in landing the project was the pre-award work Gerber and Trendell did with the owner and general contractor to obtain the desired materials and/

He cares about the men and women who work for us and the quality of life that they should have through their skills and hard work.” In addition, Trendell serves on the national task force for design and implementation of the ACT (Advanced Certifications for Tile Installers) program. And most recently, he is working 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.

“The key to traveling and working with national accounts is being able to take key company people and augment them with highly qualified IUBAC local union craftworkers”, says Trendell. It is through his associations with IUBAC and local union officials that he says, “It makes it

or substitutions quickly and, in almost all cases, locally. Trendell Tile believes in loyalty and service to customers and that same loyalty carries over to its suppliers. According to Gerber, “We worked with the same suppliers John has worked with for 30 years. They responded immediately to what material options they could provide and how quickly we could receive them.” The project is working out smoothly and it is anticipated to continue over the next nine months.

In the case of Trendell Tile, the transition to a new owner and management is working out quite well. Trendell is starting to accept the new computer systems (as long as he doesn’t have to push the buttons) and he continues to track the company’s field operations, not just by phone and computer but by getting out on the jobsites. Maybe that’s the reason he puts 40,000 miles a year on his car! As he often says, “I started in this business working and meeting with people and I still believe it is the best way to create relationships and solve problems. Emails and texts will never replace the human interactions that are the basis of our business. It is about hands-on hard work that is created and crafted by people for a better life and environment for all people.

As for Gerber, she enthusiastically embraces her new role. “I love it! Every day brings new opportunities. Who would have thought my first employer would be my last!”

Trendell Tile specializes in tile installations for casual dining restaurants and fast food outlets and has performed successful installations for a long list of restaurant chains that include McDonald’s, Burger King, Wendy’s, Tim Horton’s, Buffalo Wild Wings, Panera Bread and Five Guys. Trendell Tile earned *Trowel of Excellence* certification in 2012 and employs skilled IUBAC craftworkers for its installation projects, several of whom have achieved ACT (Advanced Certifications for Tile Installers) certification in all installation areas. For more information on Trendell Tile, visit www.trendelltile.com.

Contemporary bathroom in Motor City Casino with red tile accents and matching red vanity.



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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
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Strongsville, OH 44136-1412
Ph: (216) 741-8141

Corcoran Tile & Marble, Inc.

Doug Taylor
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Ph: (216) 898-9920
Website: www.corcorantile.com

Trendell Tile LLC

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