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Tile Contractors' Association of America

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FEATURED INSIDE:

**Trowel of Excellence™ Showcase:
Trostrud Mosaic & Tile Co., Inc.
Update the Hancock Building**

**TEC® Helps Tame Tile
Complexity at Detroit's
New Little Caesars Arena**



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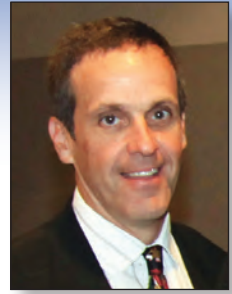
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A Message from the President



Staying Positive When There's Chaos All Around

Okay, it's finally summer, so this letter will be brief because most people have more fun and exciting things to do now than read some old man's weird view of the world.

Continuing my serious tone, let's talk about staying positive when it seems the world is caving in around you. You know that time of year—when you have no work, but can't figure new jobs because you need to get tons of backup over to the accountant to meet tax deadlines and your company insurance is up for renewal, just for starters. Or you have too much work and can't man all your projects and your customers are threatening to find your replacement and you can't avoid their calls because your secretary called in sick.

It's not like you can close the door to your office and hide or tell whoever is answering the phone that you're not in. With cell phones, computers, PDA's and of course your Apple Watch, you're never out of reach, unless of course you turn the power completely off to everything. Everyone is always telling me that's what vacations are for! But it seems that for every day I'm away from my office, it takes 2-3 more days to get caught up when I return. Maybe I should be delegating more to others. While that sounds good in theory, I find in some cases, I've just created more work for myself.

These days I also find myself shouting a whole lot more four letter words for some of the silliest things. Maybe that's because so much of the communication we do is through email and I believe you already know how I feel about email.

When most of your day is spent alone at a computer trying to piece together bits and pieces of written information instead of interacting with real, breathing humans, it's easy to start shouting obscenities at the screen because it can't hear you. And you just hope that the office staff outside your door can't hear you either!

One thing I have found that helps me deal with the chaos is riding my bike every day and forgetting for a little while about not only the tile world, but the rest of the world, too. But even this has become more difficult with that ever present pocket size cell phone. Am I getting too old and set in my ways or does this sound like you, too?

As you can see, I don't have any wise insights or good solutions to offer. I just put my head down, struggle on, and hope for better days ahead. There has to be a better way. And that's why I'm looking forward to this year's *Total Solutions Plus* conference and the impressive array of programs lined up for contractors just like me. Every year I walk away from the conference with new (or better) ideas on how to run my business. And who knows? Maybe this is the year this old dog will learn some new tricks for running my business and keeping my sanity at the same time.

In the meantime, I offer two pieces of advice for anyone who sees themselves in this message. Sign up to attend the 2017 *Total Solutions Plus* conference in Washington, DC this November. And don't be like me, enjoy your summer vacation!

Brian Castro
TCAA President
DTI of Illinois



VersaBond® is Now Available for Large Format Tile



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TCAA Labor Report

**John Trendell, TCAA Labor Committee Chair
Trendell Consulting LLC**

You Can't Afford Not To!

My grandfather was a dairy farmer. One evening after milking he had me adding grain to the cows' feed. A neighbor farmer happened to be visiting and asked my grandfather, "Louie, how can you afford to feed the cows grain?" In typical short and direct country conversation my grandfather replied, "I can't afford not to." You see, my grandfather understood that by adding more nutrients to the cows' feed he would get better milk production and a better return on his investment in the farm.

This year your TCAA in conjunction with the International Masonry Institute (IMI) is featuring the 2017 Ceramic Tile Seminar Series. The Seminar is being held in a number of cities across the nation. I recently attended one held in Detroit. Over 100 architects, designers, contractors and labor members were treated to four, one hour programs.

The programing included information on grouts, setting materials, and sustainable design with ceramic tile. The highlight of the program, for me, was the introduction of the new ANSI standards A137.3 and A108.19 for Gauged Porcelain Tile. These just released national standards for gauged porcelain tile are the first of their kind in the world!

This seminar series is a must for anyone in our industry. Tile and tile installation products are changing so quickly that without constant upgrading of your knowledge base you, as a tile contractor, will be left behind.

Upcoming programs include:

June 22, 2017 - Kansas City

Builders Association Education and Training Center
105 West 12th Ave., North Kansas City, MO. 64116

September 12, 2017 - New York City

AIA New York Center for Architecture
536 LaGuardia Place, New York, NY 10012

October 12, 2017 - Minneapolis

MN/ND Bricklayers & Allied Craftworkers Training Center
5420 International Pkwy, New Hope, MN 55428

November 6, 2017 – Washington DC

Marriott Wardman Park, 2660 Woodley Rd NW, Washington, DC 20008

Interested contractors, architects and designers can find more information and register for these free programs at the IMI Events Calendar (imiweb.org/event-calendar/) or by contacting Scott Conwell at IMI (sconwell@imiweb.org).

If you are located in one of the cities remaining on the 2017 Ceramic Tile Series tour, I encourage you to register today for this very informative seminar.

You can't afford not to! ◆



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Photo features Limestone Chenille White Hexagon field tile (honed) on the floor.

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Trowel of Excellence™ Showcase

Trostrud Mosaic & Tile Co., Inc.
Wood Dale, Illinois
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Trostrud Mosaic and Tile Co., Inc. was founded in 1929 by Earl J Trostrud Sr. In the early years the business concentrated primarily in Residential construction and working hard to create a solid reputation.

At the end of 1939, with the outbreak of war in Europe, the company temporarily closed. During the war years, Earl Trostrud Sr. was employed by Howard Foundry, making aircraft engine parts, and Kraft Foods, working in the construction department. In 1946, with the war behind us, Earl Trostrud Sr. reopened Trostrud Mosaic & Tile Co., Inc., still concentrating in the residential market and once again building a reputation for quality and craftsmanship. In 1957, Earl Trostrud Sr. started pursuing commercial contracts and was awarded several gas stations. The projects went well and their success wetted the appetite for more commercial work.

In the spring of 1958, after just graduating St Olaf College in Minnesota, Earl Trostrud Jr. joined his father in the Tile business and they both pursued commercial contracts. The father and son team worked hard at their business crafting a reputation of quality workmanship, integrity and honesty and a belief to treat everyone, the way you would want to be treated – whether you were a contractor, owner, distributor, office personnel, tile setter or tile finisher.

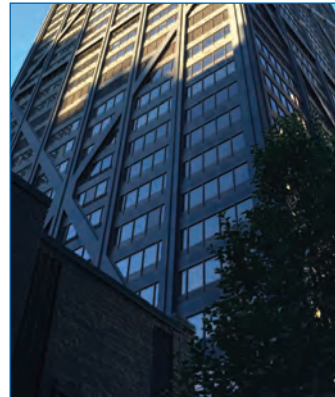
In the summer of 1975, Earl Trostrud Sr. retired from the tile business. Ten years later Brad Trostrud decided to give estimating a six month try. Brad had graduated from the University of Wisconsin Stout with a major in Industrial design and a minor in graphic design. He worked for an exhibit design house near McCormick Place and then at an independent design firm specializing in water craft and mobile homes.

Brad thought this would be an amazing opportunity to work with his father and to strengthen the bond. Working together for over 30 years has been extremely rewarding to the both of them. Earl, now in his early 80's is still working every day and holds the title of President. Brad is the Vice president.

Earl and Brad have always been very active in the Ceramic Tile Contractors Association of Chicago (CTCAC) and Tile Contractors Association of America (TCAA). They both served as Trustee, Secretary, Treasurer, Vice President and President of the CTCAC. Earl was instrumental in starting the Chicago Tile Institute promotion fund. The Fund was established to promote the value of union installed tile and stone. Earl is also the Chairman for the Pension and Welfare fund since 1990. He also served as a Zone Director for the TCAA from 1972-1979. In 2013, Earl was awarded the Carl V. Cesery Award that recognizes distinguished service to the tile industry. Brad serves on The National Tile Contractors Association (NTCA) Technical committee and Tile Council of North America (TCNA) Handbook committee. Brad was also involved in the creation of the Advanced Certification for Tile Installers (ACT) a certification program to provide a level of consumer confidence for the installation procedures that exceeds ANSI Standards and TCNA guidelines. Brad has also served as Director, Treasurer and now is President Elect for TCAA.

Trostrud Tile has been awarded various awards over the years, most notably the International Union of Bricklayers and Allied Craft workers Craft Award for Best Mosaic in 2015 and Best Tile Project in 2008. The company also received both TCAA's 1st Place Commercial Project award and achieved Trowel of Excellence certification in 2012. Trostrud employs the best Union trade installers in the business and its top priority is to provide the best tile installations possible.

The Hancock Building at 175 E. Delaware was put into service early in 1970. After 46 years of use, the world's highest indoor swimming pool drastically needed an update. The architectural firm of Archimage Architects, Ltd. was awarded the project of a full remodel on the existing health club, including the pool and locker rooms. The space was to be gutted down to the original concrete substrates. Due to the age of the building, no one knew for sure what would be found until all demolition was complete.



Hancock Building

Clune Construction, the general contractor, awarded the tile contract to Trostrud Mosaic & Tile Co., Inc. Due to the 10 week lead time for procuring the Italian porcelain tiles, the tile contractor needed to be selected early in the bidding process. This turned out to be very beneficial to the project, due to the on-the-job meetings with Kirk & Sheryl Stevens, the architects. It was important for Trostrud to set a level of expectation regarding the flow or puddling of water at the barrier-less showers and the pool deck. The Trostrud team explained that without a minimum of 1/4" per foot pitch to a drain, the water would not be moved by gravity and areas on the deck and locker rooms may hold pockets of water. The expectations of the condominium association were that the pool deck should drain, just like a large shower floor.

This was not a big issue with the shower rooms, but the pool deck did present some significant challenges. The drainage drawing was modified three times before it was agreed on by the architect, plumber, pool contractor, and Trostrud. The existing pool was to receive a new stainless steel coping that would be set as high as possible to allow for the required pitch. At the perimeter of the pool deck, Trostrud's installers were required to meet existing aluminum flashing, as this could not be changed. The final drainage drawing consisted of several linear drains and many spot drains. This was truly going to be a floating challenge.

Pool deck installation in progress

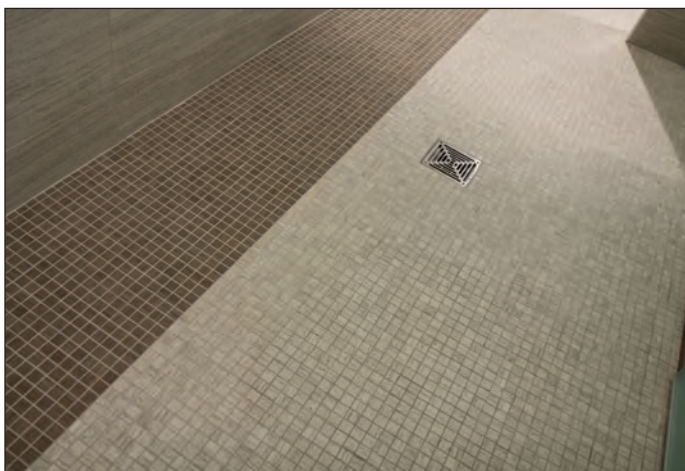




Pool and surrounding area under construction

When the demo was complete and the tile mud beds were removed, it was determined that the existing concrete sub floor at the locker room required significant help. At some point, leaking of the showers caused rebar to rust; this caused expansion of the rebar, fracturing areas in the sub floor. With the help of a structural engineer, the slab was rebuilt, but now installation was over four weeks behind on an already aggressive schedule.

Once the floors in the locker rooms were resolved, the first phase went off without a hitch. Then, the pool deck! The pool contractor set his stainless steel coping 1/2" lower than agreed upon. This was discovered when setting spots in the beginning of the pool mud bed installation.



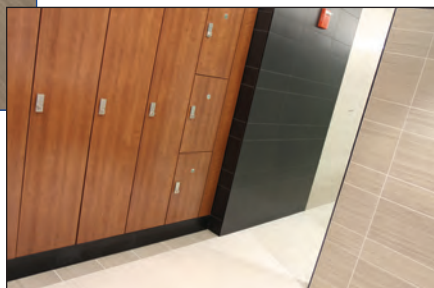
Shower floor detail



Shower area



Wall tile installation



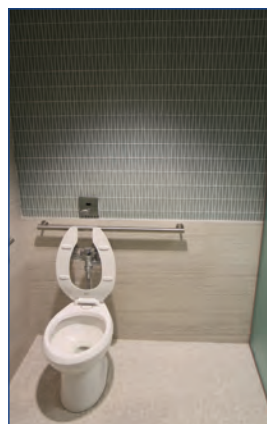
Locker room detail



Shower tile detail

This complicated the installation greatly. At that point, the general contractor stated that correcting the coping was not an option. Mike Miller, Trostrud's foreman on the project, worked his magic to ensure all of the deck drained correctly.

The new schedule also required Trostrud's team to mud set over a freshly poured concrete slab. Even though a floating mud bed was being used, there was concern about the installation of a mud bed and tile over an uncured slab.



Toilet stall with tile wall



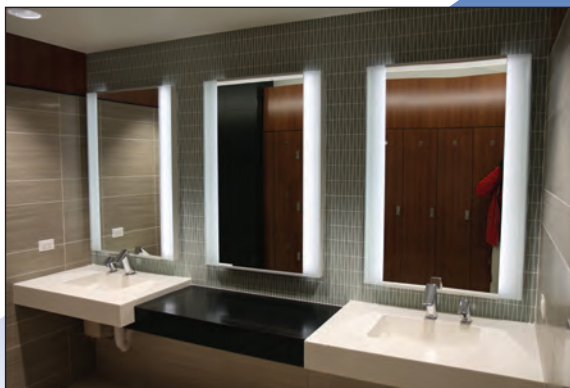
Bathroom view towards showers

Sink area in bathroom shows the variety of tiles used

Working with Tyler Barton from Mapei, as well as the concrete contractor, it was determined that Barrier One added to the mix would allow Trostrud's team to cover the slab in ten days. The job was completed, and the condominium association and Archimage Architects were extremely satisfied with the results.

For more information on Trostrud Mosaic & Tile Co., Inc., call **(630) 595-3700**. ◆

Mapei products used were Ultracolor Plus, Keracolor U, and Ultraflex.



Detail of sink area in bathroom

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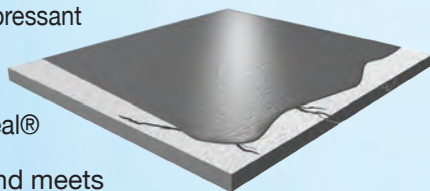
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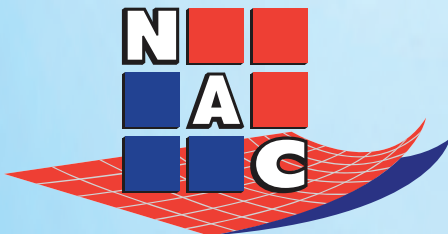
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Aerial view of Little Caesars Arena in Detroit

TEC® Helps Tame Tile Complexity at Detroit's New Little Caesars Arena

With 250,000 square feet and more than 85 different types of tile on seven different levels where more than 1000 workers are on-site 24/7; Detroit's Little Caesars Arena construction is a paragon of how to manage complexity. Fortunately, the soon-to-be new home of The Detroit Red Wings hockey and Pistons basketball teams, has Artisan Tile helping to ensure the myriad of tile installations are efficient and high quality, exactly as planned. Artisan Tile has 20+ years of success managing complex tile projects. The Little Caesars Arena is the latest project that Artisan Tile is tackling with the help of TEC® products and technical support team.

The new arena is the anchor for a new sports and entertainment complex being built as part of The District Detroit, a \$1.2 million development helping to transform Detroit. This world-class revitalization effort covers more than 50 blocks and includes five neighborhoods, six theaters, four professional sports teams, parks, and plentiful residential, office, restaurant and retail spaces. Multiple structures make up the new Little Caesars Arena complex which includes a unique atrium that creates an indoor “street” between the buildings. The covered area will be open year-round for shopping and entertainment independent of the arena’s sports and concert events. The concourse features a multi-storied video screen made up of “jewel skin panels” that create a spectacular display. Sports fans, concert-goers and anyone looking for unique entertainment are sure to be captivated by the state-of-the-art Little Caesars Arena complex.

Little Caesars Arena will be a work of art inside and out. The building facade facing main thoroughfare Woodward Avenue, will be decorated with a stunning design of local Pewabic handmade tiles. Detroit’s own Pewabic Pottery studio, a National Historic Landmark, is known for its iridescent glazes and Arts and Crafts style. Pewabic ceramic tiles adorn many notable buildings in downtown Detroit and across the country. To ensure the external decorative tile installation endures the seasons, Artisan Tile will utilize TEC® Uncoupling Membrane Mortar with Xtra Flex™ Acrylic Latex Additive, TEC® Power Grout™ Ultimate Performance Grout and TEC® Hydraflex™ Waterproofing Crack Isolation Membrane.

For the eight-story arena, seven levels incorporate tile installations from 60” x 96” panels to tiny mosaics on floors, walls and ceilings. Tile adds a wow factor to many of the exciting spaces being built inside the arena complex. In the players’ lounge area, there will be 12” x 48” gauged porcelain panels covering floor to ceiling columns. Wrapping these columns with these very large panels requires both experienced installers and setting materials designed for the task. For this difficult challenge, Artisan is relying on TEC® Ultimate Large Tile Mortar and TEC® Power Grout™. Gauged porcelain panels will also cover the high traffic stairwells – another challenging placement. Where large, heavy tiles 18” x 36” cover the walkways, new TEC® Level Set® 300 Self-Leveling Underlayment will be used to quickly prepare the floor for TEC® Ultimate Large Tile Mortar. Arena locker rooms will have many well-appointed water areas with distinctive tile designs.

Creative design extends to all the places that tile will be employed for function and style – from food service, to the many toilet rooms, to spaces for arena VIP's.

The Little Caesars Arena embodies an innovative approach for pleasing its many audiences. Jennifer Panning from Artisan Tile comments, "The designers took special care to create unique spaces for fans, players, players' families, alumni players, VIPs and owners. The many different tile types help define those innovative spaces." She adds, "The variety and complexity of the tile installations makes TEC® the perfect partner. TEC® has the breadth of floor prep and tile setting products that we need, and even more importantly, the technical support to make it happen smoothly." In fact, TEC® has frequently been on-site to train and answer any installation questions.

Artisan's key employees have stayed on top of the project's complex needs by dedicating full-time office and field staff for coordinating the arena's tile, TEC® setting materials, and the many changes to design and schedules that come with a job of this size. It is no small feat to arrange tile delivery at precisely the right time to have a clear path through the maze of other workers to get the right tile exactly where it needs to be installed. Virginia Tile, distributor of TEC® products, has been an important partner by closely managing product stock and deliveries to meet the arena's challenging logistics.



West Club Concessions

Tight timetables are common in construction, and the schedule at Little Caesars Arena is no different. Artisan believes that having easy-to-use, reliable and readily available products from TEC® have been essential for efficiency. Ms. Panning notes that "TEC® Power Grout™ has been a stand-out in efficiency for this project, because it can be used on both floors and walls in high traffic areas without concern for color inconsistency, efflorescence or sealing." TEC® Power Grout™ delivers permanent stain, crack, and efflorescence resistance along with superior color uniformity—ideal for the expanses of tile in the arena. In addition to the TEC® products

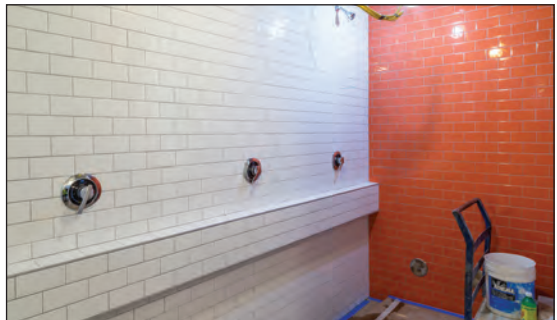


Food court branded bar

previously mentioned, the project is using lightweight TEC® 3N1™ Performance Mortar for large floor and wall tile and TEC® AccuColor EFX® Epoxy Special Effects Grout in designated areas.

As part of the revitalization efforts, contractors have been encouraged to partner with Detroit businesses and employ Detroit city residents on the Little Caesars Arena project. Boston Tile, a Detroit business, has been a valuable subcontractor to Artisan Tile for the suite level, upper concourse and press suites. The TEC® support team has joined Artisan on-site to help train new workers in an apprentice program. The project will teach the apprentices valuable, marketable skills for use beyond the arena's construction. Throughout the job site, workers demonstrate their appreciation for the opportunity with can-do attitudes and Detroit pride stickers. The District Detroit has become a model for other cities starting revitalization projects.

The Little Caesars Arena will celebrate its first public event on September 12, 2017 with a concert by Detroit native Kid Rock.



Arena locker room

Artisan Tile is a *Trowel of Excellence*™ certified contractor. For more information on the company or this project, visit www.artisantileinc.com. ◆

List of products used:

- TEC® Uncoupling Membrane Mortar
- TEC® Xtra Flex™ Acrylic Latex Additive
- TEC® Power Grout™ Ultimate Performance Grout
- TEC® Hydraflex™ Waterproofing Crack Isolation Membrane.
- TEC® Ultimate Large Tile Mortar
- TEC® Level Set® 300 Self-Leveling Underlayment
- TEC® 3N1™ Performance Mortar
- TEC® AccuColor EFX® Epoxy Special Effects Grout



Food court branded bar with a variety of tile

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TCAA Announces 2017 Cesery Award Recipient



Tile Contractors' Association of America is pleased to announce that Edward D. Metcalf, President & Chief Operating Officer of LATICRETE's North American Division, has been named the 2017 recipient of the Carl V. Cesery Award. He will be recognized at a Gala Industry Dinner on Tuesday, November 7, as part of this year's Total Solutions Plus conference in Washington, DC.

Edward D. Metcalf

Metcalf began his career with LATICRETE in 1985 as a Technical Representative in Southern California and served in roles of Region Manager, National Sales Manager, Director of Sales and Vice President of Sales and Marketing before taking over the reins of LATICRETE's North American Division. Throughout his career, he has worked diligently on behalf of the tile industry and served in numerous industry leadership positions, including the Boards of Directors of the Ceramic Tile Distributor Association, National Tile Contractors Association and the Ceramic Tile Education Foundation. Metcalf has also been a strong supporter of efforts to improve industry quality through programs such as TCAA's Trowel of Excellence contractor certification and the Advanced Certification for Tile Installer program. He is the second member of the LATICRETE family to be recognized with the Cesery Award, following LATICRETE founder Henry M. Rothberg who received the award in 1997.

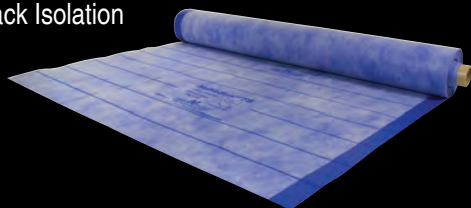
A native of California, Metcalf majored in Economics at San Diego State University and served on the Altadena Town Council. With Susan, his wife of 30 years, and the couple's three children, Metcalf has resided in Cheshire, Connecticut since 1993. He is an avid golfer and enjoys a variety of outdoor activities that include hiking and bicycling.

The Carl V. Cesery Award was established in 1963 as a way to honor those who, like the award's namesake, have served the tile industry with distinction. The award, a five-inch bronze medallion, was created by legendary American sculptor Gilroy Roberts whose other notable work includes creation of the Kennedy half dollar. The first Cesery Award was presented in 1964 to William North, president of American Olean. This year marks the 48th time the Cesery Award has been presented to a distinguished leader in the ceramic tile and stone industry. ◆



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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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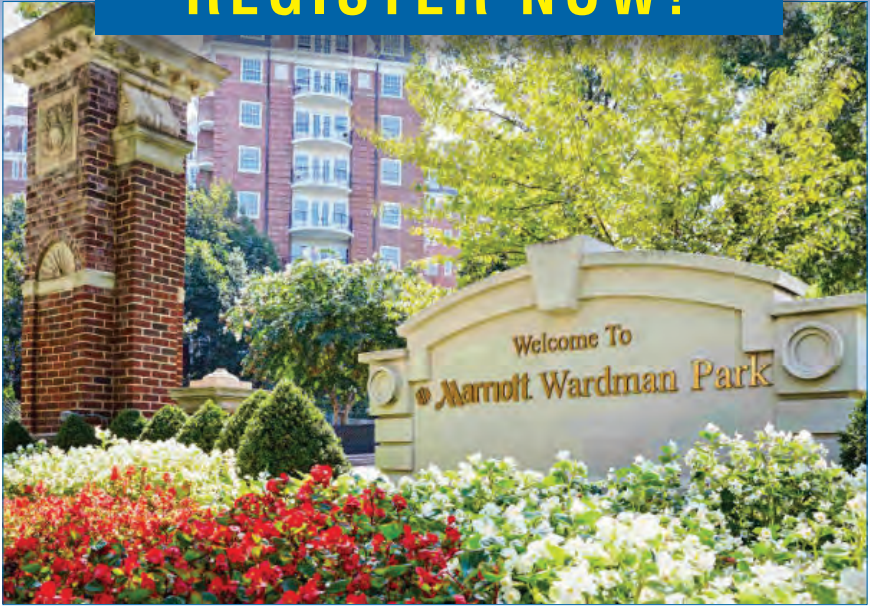
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REGISTER NOW!



**November 4-7, 2017
Marriott Wardman Park
Washington, DC**

Registration is now open for 2017 *Total Solutions Plus*,
the premier conference of the tile industry.

Total Solutions Plus brings together leading manufacturers, distributors and tile installation contractors from across the country who gain new business and technical information from nationally recognized experts, make valuable business connections and have a lot of fun in the process. With inspiring and informative keynote speakers, lively business and technical sessions, exciting leisure activities and, of course, lots of socializing in a luxurious and relaxed setting, *Total Solutions Plus* is the one industry conference you don't want to miss.

If you've got questions, the experts at *Total Solutions Plus* have the answers! From improving your negotiation skills to resolving common jobsite problems to understanding new ANSI standards for Gauged Porcelain Tile, you'll find the answers you need - plus the fun you want - at the 2017 *Total Solutions Plus*.

REGISTER NOW!

NEW THIS YEAR!

Architects and Designers in the DC area are invited to attend a FREE three hour AIA-accredited program that explores the role of tile in sustainable design and construction and examines design and installation considerations for Large Format Ceramic Tile (LFT) and Gauged Porcelain Tile (GPT). This session will be held on

Monday afternoon, November 6, followed by a complimentary reception and tabletop exhibits of the newest materials, technologies and applications the industry has to offer.

ALSO NEW THIS YEAR!

TCAA will host a special dinner for signatory contractors attending *Total Solutions Plus* on Saturday evening, November 4, at Stone's Throw Restaurant, adjacent to the Marriott Wardman Park.

Watch for your invitation in the mail.

To see the full conference schedule and register for *Total Solutions Plus*, visit **www.ctdahome.org/tsp/2017/** or scan here with your smart phone.



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