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***Project Spotlight:
Art Installations
Transform
Children's Hospital***

***2018 Scholarship
Awards***

***Minton's Encaustics
Reach America***



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9300 Contractor

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A Message from the President



Is It Really Luxury?

To be honest, I can't recall when I first noticed a floor covering material that deemed itself to be a luxury product. And I could not believe the chutzpah of the "luxury" vinyl tile (LVT) marketing team to infer, by definition, that their floor covering was in some way a luxury good. Could you ever imagine Fendi, Chanel or Prada putting the word "Luxury" in front of their product description? True luxury goods speak for themselves.

The same holds true in floor finishes. You'll never see tile marketed as a luxury product because luxury is inherent in its quality and craftsmanship. Tile is the real deal, a product created by nature that's crafted to deliver superior durability, an extended life-cycle and health/safety benefits. It also offers an endless selection of beautiful styles, colors and sizes that create breathtaking (and highly desirable) spaces with a life span of 60 years or more. What does LVT deliver? A man-made plastic product developed in a chemistry lab whose claim to "luxury" lies only in its attempt to simply duplicate what nature has already created. And there's also LVT's meager 10-year life span that actually makes this faux "luxury" finish more costly over its life than tile.

The Tile Council of North America and those of us who have worked with tile for many years aren't fooled by the bogus "luxury" label LVT has bestowed upon itself. Consider the following comparison, courtesy of WhyTile® (<https://whytile.com>), and decide for yourself which product is the real "luxury" (not to mention the best) floor covering choice.

Comparison Chart

LVT

LVT scratches; can also scuff, puncture or dent

LVT can fade and warp (cups)

LVT assemblies are rarely waterproof or water resistant, but are advertised for wet applications

Ceramic Tile

Ceramic Tile does not scratch easily, scuff, puncture or dent

Ceramic does not fade or warp

Ceramic tile assemblies are easily made waterproof and have uniform messaging including clear standards and specifications for slip resistance

Ceramic Tile Vs. LVT—Health and Safety Points

LVT Concerns

LVT contains plastics with all their known health concerns

LVT / Vinyl floors emit VOC's and so do the adhesives used to install them

LVT has poor fire performance, it smokes when exposed to fire and can melt or change with fire

Ceramic Tile Advantages

Ceramic Tile is plastic-free

Ceramic tile and cement-based mortars are inherently VOC-free

Ceramic tile is fire/smoke resistant, doesn't emit toxins, melt or change with fire

LVT Water and Stability Issues

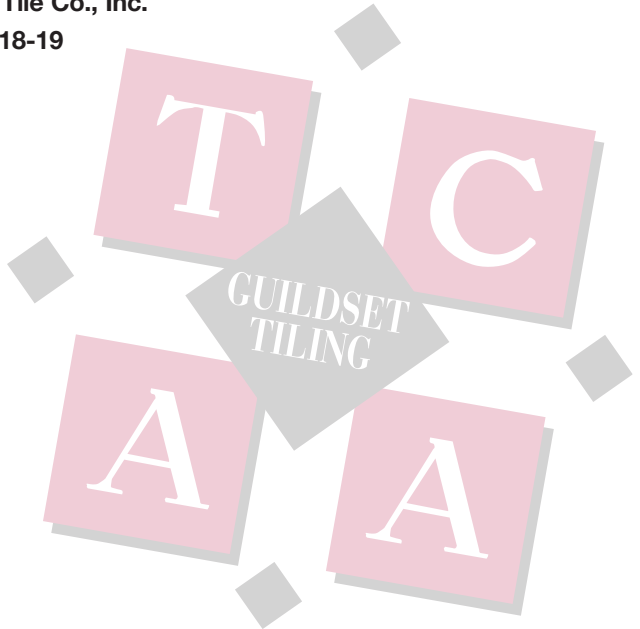
- LVT may have a waterproof top layer, but the flooring system is not
- Dimensional stability issue resulting in curling, doming in the center, or lifting edges/shrinking
- Environmental reactions to sun, heat, cold & humidity
- Lack of consistency of recycled content
- Most LVT today is manufactured in China—quality unknown due to lack of manufacturing standards

Ceramic Tile is a Healthy, Safe, and Natural Choice

- VOC-Free
- Formaldehyde-Free
- PVC-Free
- Non-Flammable
- Zero Smoke Development
- Slip Resistant Options
- Hypoallergenic, Fungi/Mold/Bacteria Resistant
- Natural Ingredients
- 60+ Year Service Life

LVT may have its applications but when it comes to specifying a flooring material that delivers quality, craftsmanship, longevity, superior health, safety and environmental features and stunning beauty, there's only one "luxury" floor covering – and that's tile.

Brad Trostrud
Trostrud Mosaic & Tile Co., Inc.
TCAA President 2018-19





Exterior view of the new Lucile Packard Children's Hospital

Project Spotlight:

Lasting Art Installations Help Transform New Northern California Children's Hospital

The Situation:

After more than a decade in the making, Lucile Packard Children's Hospital Stanford recently opened the doors to its new state-of-the-art building. At 521,000 square feet (48,402 square meters), the new building depicts California's diverse ecosystem and natural beauty, with each floor representing a native eco-region.

In a press release announcing the opening, the hospital describes the new 149-bed facility as being designed to transform the patient and family experience through nature and play. Its founder, the late Lucile Salter Packard was a known advocate for treating both the patient and their family, not just the illness. With this in mind, lead architect Robin Guenther, a principal with the architectural firm Perkins + Will in association with Hammel, Green and Abrahamson, Inc. and Mazzetti, set out to fulfill Packard's vision by designing one of the country's most sustainable children's hospitals.

To bring to life two mosaic tile designs representative of California's seashore and the Redwood Forest, international award-winning mosaic artist Gary Drostle and his company, UK-based Drostle Public Arts, created and installed 19 hand-cut mosaics using Winckelmans Unglazed Porcelain, a set of bronze medallions and 700 hand-cast glass leaves to be set in a specially-designed terrazzo floor. After nearly two years of craftsmanship,



Floor mosaic with crab design

Drostle's designs were installed in the ground floor lobby area of the hospital and first-floor central corridor using LATICRETE® products.

"For each portion of our mosaic tile work, there was an appropriate LATICRETE product to ensure a lasting installation and bring the 'wow' factor with a pop of color in the grout. More importantly than that, each of the products chosen has received multiple certifications and declarations, including Health Product Declarations (HPD), Environmental Product Declarations (EPD) and UL GREENGUARD Gold Certifications for low chemical emissions for sustainable living," said Drostle. "Over the years, our company has had great success using LATICRETE and their full range of quality products. We knew this time would be no different."



As the former president of the British Association for Modern Mosaic and a regular teacher and juror at the Society of American Mosaic Artists, Gary Drostle brought more than 30 years of experience of creating large-scale public mosaics for floors with him to the jobsite.

Gary Drostle in his studio



Forrest wall panel and stream mosaic floor

Tight Timeline: The tile work for Lucile Packard Children's Hospital Stanford needed to be completed speedily on a jobsite with many other contractors demanding the same workspace. Products used needed to be formulated with rapid-curing properties to meet efficient timelines.

A LATICRETE Solution:

Once on site to begin the mosaic panel installation, Drostle Public Arts' installation crew applied NXT® Level, a cement-based underlayment for use in leveling interior substrates, on the ground floor lobby area and first-floor central corridor. This product was selected to produce a flat, smooth and hard surface for the finished mosaic tile installation. Once cured,

NXT Level is durable, fire- and heat-resistant, non-combustible, non-sensitive to moisture and maintenance-free, making it optimal for use in a healthcare facility.

To adhere the 19 mosaic panels to their respective flooring areas, 254 Platinum was specified for its superior strength and bond. Designed for a simple install, the one-step polymer fortified mortar only requires water for mixture and has a long open time for enhanced workability.

The Challenges:

Installation Interference: Installing fine hand-cut mosaic is always a challenge due to the tolerance required in the setting of the work. To make this installation possible, Drostle and his team needed the specified LATICRETE products to deliver superb bond strength that would hold the adhesive bond between the mosaic sheet, while retaining a good open time for the slow and precise mosaic tile adjustments.



Another view of wall panel and mosaic floor



Bear print mosaic floor design

Outcome:

“Dale Foster, the local LATICRETE representative, was invaluable to the success of this project. As an international team traveling in for the installation, Dale quickly became the ‘go-to guy’ for any technical or logistical inquiries,” added Drostle. “Dale was on hand for any issues and continuously supplied help as the job progressed.”

In April this year, Lucile Packard Children’s Hospital Stanford announced that its new main building was awarded LEED Platinum status, the highest designation for sustainability recognized by the U.S. Green Building Council. Thanks to the architectural prowess of the Perkins + Will, Hammel, Green and Abrahamson, Inc. and Mazzetti team and leadership from the hospital, Lucile Packard Children’s Hospital Stanford is one of just five hospitals in the world — and only the second children’s hospital — to achieve LEED Platinum certification.

PERMACOLOR® Select, an advanced high-performance cement grout that offers the industry’s first dispersible dry pigment solution, was used to grout all of the mosaic tile installations. With PERMACOLOR Select, Drostle Public Arts gained increased productivity and time savings on the jobsite, thanks to a faster time-to-grout and foot traffic permitted in as little as three hours. To add a pop of color, the team opted to use a PERMACOLOR Color Kit for a glossy Raven tint.



Seals in mosaic



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STYLE



Curve



Floral



Pure



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TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Consulting LLC

“Time Won’t Let Me”

As I write this article I am sure most of you are coming off the busy summer season more frazzled and beat up this year than ever. Work has been plentiful and hopefully, profitable. But, I am also sure that finding qualified labor has been even more frustrating this year than ever.

TCAA has been part of a Strategic Planning Group put together by the International Masonry Institute which includes masonry contractors and IUBAC representatives to explore new and creative ways that we can use to allow our industry to grow.

Tommy Conner, Superior Tile and Stone, and I have been attending these meetings.

Interestingly, yes, the lack of qualified labor has been a huge issue, but a phenomenon of fewer masonry contractors in the industry is also occurring. The real culprit to our contractor ranks diminishing is that baby boomers are retiring. I am a perfect example of this. I have had two companies spin off from my original company. One chose to leave the industry and the other is a much smaller version.

Now I know the last thing any contractor wants to see is another competitor. But, I would ask, have enough of us stopped to think what the future of his or her company might be? One of my top ten favorite songs of all time is “Time Won’t Let Me” by the Outsiders. (Mary says I have about 150 top ten favorites.) Time will let you!

We each have our own story. For most of us, our personal and corporate lives are inextricably entwined. We want our lives to matter. We want our companies’ lives to matter. The tried and true (and worn out) excuses of, “I don’t have time” and “There is never enough time” just won’t cut it. Start today to plan for your company’s future!

We are only given one thing in this world and that is time. Make sure you make the most of this God given gift, now and into the future. ◆



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*TCAA Past Executive Director, Carole Damon
with her granddaughter, Emma*

Until We Meet Again

Back in 2002, when I interviewed to become part of TCAA's new management team, I was hoping to get a job in the association management field I had come to enjoy. Little did I know that I was about to receive not just a great job, but the gift of doing the kind of work I love firmly embraced by an organization for which "we are family" is not just a tagline.

As some of you know, I am retiring at the end of this year and Lucinda Noel has taken over the helm as TCAA's new Executive Director. Our Associate Director (and my sister/business partner) Chris Pattavina is also retiring and I wanted to take this opportunity to say thank you from both of us to the many wonderful men and women in TCAA with whom we've had the privilege to work.

Over the past 16 years, we've been through good times and bad in both our industry and in TCAA and I wouldn't trade experiencing any of it with our TCAA family. Certainly, the good times were really good. But as Ralph Waldo Emerson said, "Bad times have a scientific value. These are occasions a good learner would not miss." And learn we did, including what I consider the most valuable lesson of all: there is nothing that can't be overcome with teamwork and trust. More than the good times or the bad, it's that teamwork and trust we will both look back on fondly. The times shared, friendships forged and the incredible successes we've enjoyed as part of the TCAA family have been an extraordinary part of our lives.

Guidelines for writing a retirement farewell say that you're supposed to thank individuals who played a meaningful role in your career. But just like the Academy Award winners who get played off the stage before they can acknowledge everyone who

contributed to their success, I'd soon run out of space to do that here. Suffice it to say that every single member, director, officer and trustee of TCAA has been a source of inspiration, education and support. Some became friends, some were inspiring mentors, others were valued colleagues. All will be missed.

Time passes so quickly and in the blink of an eye, Chris and I will be riding off into the proverbial sunset to throw our energies into who-knows-what. There are grandchildren to spoil, places to go, people to meet and bucket lists to complete. But whatever the future holds, we embark on this new journey knowing we were, are, and always will be members of this wonderful TCAA family. And we know we leave our TCAA family in the very capable hands of Lucinda Noel.

Saying goodbye is too hard. So I will close instead with this. I wish each and every one of you peace, happiness and success ... Until we meet again. ◆

Carole Damon

TCAA Past Executive Director

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Last Call For Registrations

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The Larger the Tile, the More You Need **CUSTOM** on the Job

Are you using the right mortar for installing today's larger tile bodies? **Custom Building Products** offers the industry's ultimate line-up line of mortars specifically designed for heavy stone and large format tile (LFT) with one or more sides longer than 15 inches. CUSTOM's advanced formula mortars help to solve common problems of lippage, slumping and full mortar coverage to ensure successful projects with long-term durability and no callbacks.

CUSTOM's family of LFT mortars is engineered to address specific jobsite issues including rapid setting requirements, crack prevention and specific warranty requirements. All large format tiles require special care during installation. Many will have doming or warpage and the center may be higher than the edges. Any cavities must be completely filled with mortar to support the weight they will carry. The required mortar thickness is often greater than the maximum allowable 1/4" for normal thin-set mortars.

These installations require the use of a Modified Dry-Set Cement Mortar for Large and Heavy Tile. CUSTOM's LFT mortars can be applied up to 3/4" thick to prevent voids under the tile. The correct size staggered, square or u-notch trowel, up to 1/2 x 1/2 x 1/2", will help to meet the 80% coverage requirement (95% for wet areas) specified by TCNA. Back buttering the tile may be necessary to achieve this coverage. Installing these tiles with a 33% offset instead of a 50% offset is also recommended to reduce lippage.

Mortar on the substrate must be troweled in one direction forming straight, parallel ridges across the short side of the tile. As the tile is embedded in the mortar and moved back and forth over the ridges, they will collapse and release air. This helps to ensure full support without air pockets or voids that can lead to cracking. Use of a SuperiorBilt® Premium Notch Trowel with a patented, staggered notch pattern delivers increased coverage with less effort needed to collapse the trowel ridges.

CUSTOM offers a full line of high performance mortars meeting the requirements of TCNA for large format tile installation.

MegaLite® Ultimate Crack Prevention Large Format Tile Mortar is a lightweight mortar with unsurpassed bond strength for the most demanding installation requirements and the flexibility to withstand horizontal substrate movement. MegaLite is ideal for supporting tile on vertical surfaces and its high polymer content makes it perfect for installing large format tile on suspended floors that exhibit more deflection and movement than slab on grade construction.



ProLite® Premium Large Format Tile Mortar is a highly versatile, lightweight mortar for floors and walls with high bond strength. Formulated with CustomLite® technology, it's 40 percent lighter than typical mortars for exceptionally smooth handling and easier carrying and mixing. High performance ProLite will not sag, slump or slip during installation. Plus, ProLite and MegaLite are also available in rapid setting formulas for fast-track projects.



Natural Stone & Large Tile Premium Mortar is a premium quality, non-slumping product for installing large format tile with high bond strength and suitability for installation on walls and floors.



Complete Contact™-LFT Premium Rapid Setting Large Format Tile & Stone Mortar is a flowable mortar that helps deliver complete coverage on floors and reduces the need for back buttering.

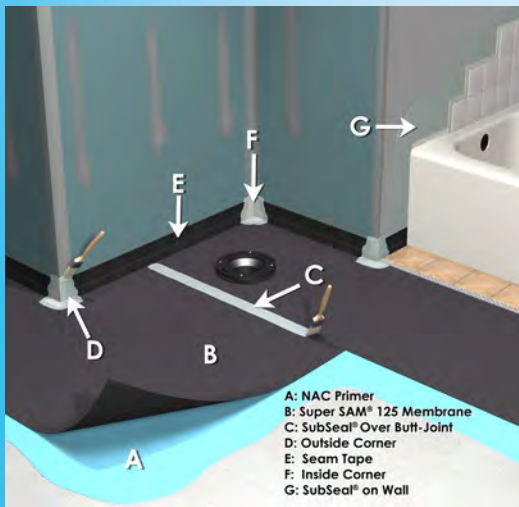
VersaBond®-LFT Professional Large Format Tile Mortar is a general-purpose, everyday mortar for horizontal applications of large format tile and stone.

Visit www.custombuildingproducts.com or call **(800) 272-8786** for more information on CUSTOM's complete line of large format tile mortars. ◆

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- Same day tile installation

NAC

Minton's Encaustics Reach America



Original encaustic floor tiles in the Senate wing of the U.S. Capitol in Washington, DC, produced by Minton-Hollins and installed in 1858 by Miller & Coates. Photos taken by the author in 1988.

Herbert Minton was born in 1793, the year his father Thomas began his pottery in Stoke-on-Trent, Staffordshire, some 200 miles northwest of London in the heart of the English industrial belt. In 1817, having worked for the family business since the age of sixteen, Herbert was taken in as a partner, and it was some ten years later for reasons we can only speculate about that he became interested in producing inlaid tiles, a process that had been lost for close to three centuries. Although there was some call for such tiles for the renovation of abbeys built in these earlier years, there was no way that Minton could have foreseen the demand for these tiles that lay ahead.

In 1830, the Crown granted a patent to Samuel Wright for the production of encaustic tiles, and Minton bought into the patent and began the arduous task of perfecting the process. From Julian Barnard's *Victorian Ceramic Tiles*, a quote from Jewitt in *The Ceramic Art of Great Britain* (1878):

"Mr. Minton commenced the manufacture in a single room... at the earthenware works, and only three men were at first employed ... difficulties had to be encountered, chiefly arising from the irregular contraction of the clays [during both drying and firing]. Sometimes the inlaid parts would, at a slight tap at the back of the tile, fall out, or the tiles would become stained in firing; and in short, all sorts of ill luck and misadventures were the weekly result. The tiles were at first fired in a small oven at the china works which would hold about 700 tiles ... time after time they found nearly the whole contents spoilt in one way or other ... repeated failures,



however, were only followed by further experiments. Mr. Minton was ever confident that skill and perseverance would in the end prove a success; but surely never was any man's patience or pocket more sorely or severely tired."

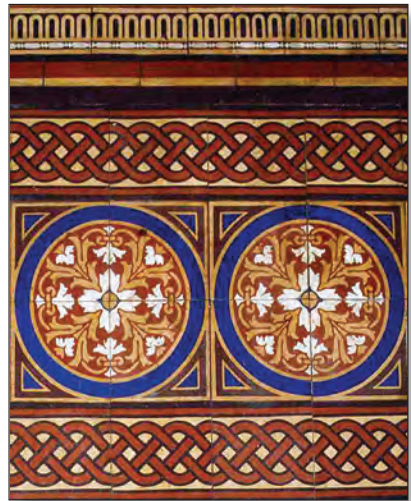
By 1835, Minton published his first catalog of encaustic tiles, illustrating sixty-two designs. He charged 6 pence per tile and would make molds at no charge providing the designs were suitable for "general use." In 1840 Richard Prosser patented a process for making buttons out of clay dust; and realizing the potential, Minton bought a share and immediately began pressing out both mosaics and encaustic tiles. It wasn't long before both Queen Victoria and Prince Albert became intrigued, and in 1844 Minton supplied the paving material for the Queen's residence on the Isle of Wight and began a long and profitable relationship with the Crown. A year later in 1845, Minton brought his wife's nephew, Michael Hollins, into the business, and the company's name was changed to Minton, Hollins & Company even though the tiles continued to be marked Minton & Co.

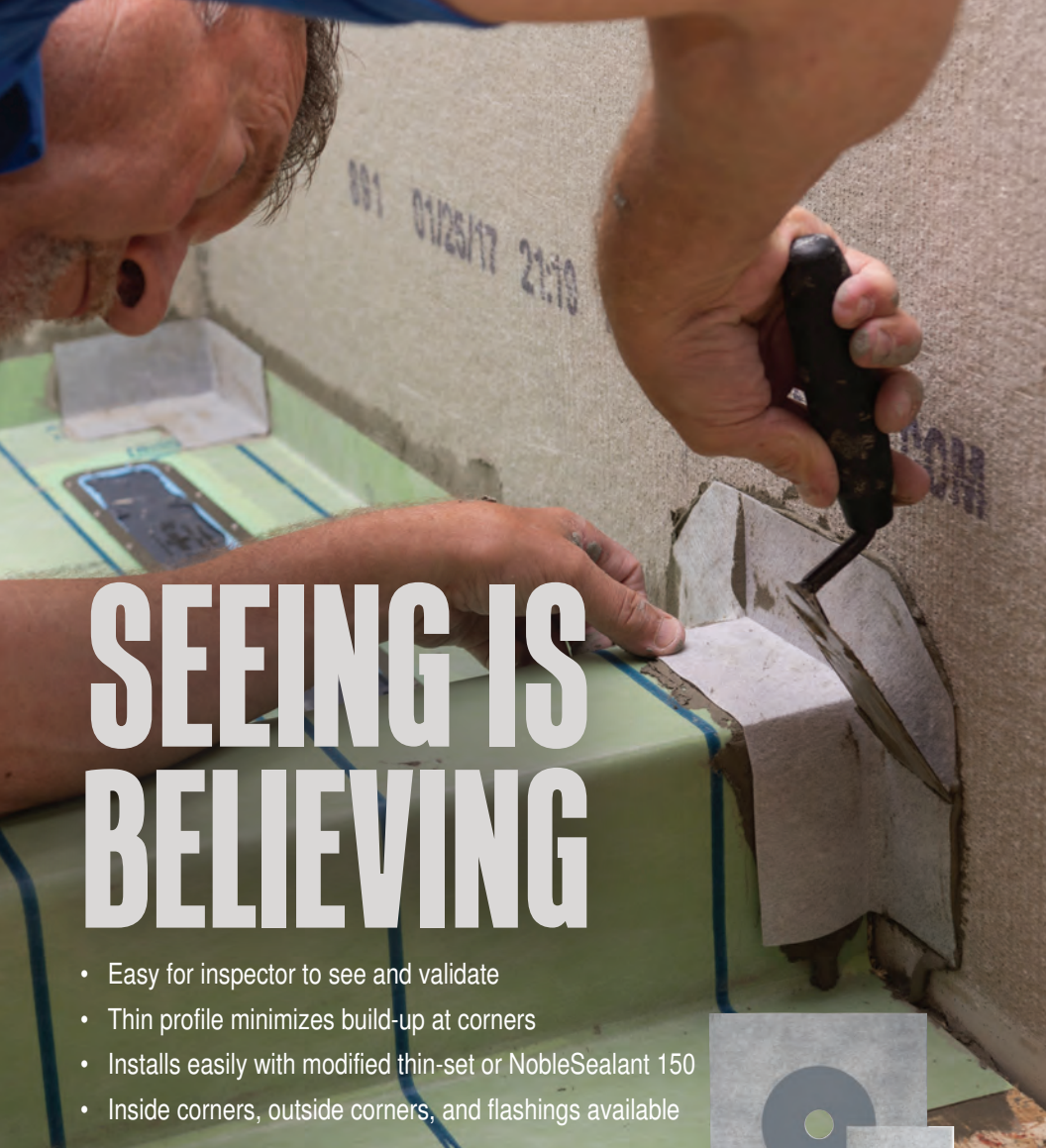
It was in the early 1850's as the floors of the houses of Parliament were being completed, covered with Minton's encaustic tiles, that plans were formalized to tile all three floors of the new wings (House and Senate) of the Capitol in Washington D.C., a job that would exceed 100,000 square feet at an installed price of just under \$1.40 per square foot. The importer and contractor was Miller & Coates of New York.

Herbert Minton died in 1858 as the encaustic tiles he had so diligently and successfully pursued were being laid in the United States Capitol Building. By this time his tiles were well known around the world, and Minton himself was acknowledged as the master of tile-making. ◆

Joseph A. Taylor
President, Tile Heritage Foundation
Cesary Award recipient in 2003

www.tileheritage.org

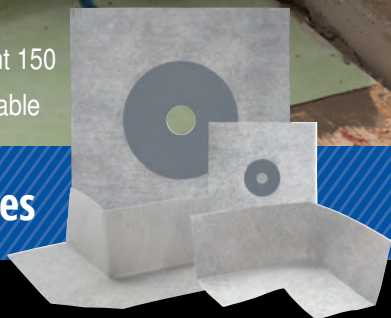




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TCAA Announces 2018 Scholarships

Since 2001, the Tile Contractors' Association of America (TCAA) has had the honor of awarding two annual merit scholarships to outstanding architectural students. Beginning in 2017, the Architecture scholarship program was changed to award a single, larger annual scholarship of \$5,000. TCAA is committed to rewarding high achieving students who will lead their industry, shape the language of design, and create new ways of utilizing tile and stone for public and private space as art for habitation. As of August 2018, TCAA has awarded 31 architectural scholarships.

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 \$2,000 merit based scholarship. One student is chosen each year to receive this scholarship. As of August 2018, TCAA has awarded 19 family scholarships.

Congratulations to the TCAA 2018 Architectural Scholarship Recipient



Max Fineblum

Max is currently in his second year of a 3-year Master of Architect program at Morgan State University. His GPA through his first 3 semesters is 4.0 and he is ranked #1 among 50 plus students in the program.

According to Frederick Scharmen, Associate Professor at Morgan State University, "Max consistently exhibited an aptitude for hard work and critical thinking, as well as a willingness to continually explore alternatives and iteration of design ideas, in order to best refine his concepts into physical materializations. And he is particularly interested and engaged with the design process in model making and building, always trying to find new solutions in his work with material."

Max received a Student Scholarship Award to become a member of the Urban Land Institute, an exclusive program designed to immerse local college students in the Baltimore real estate industry by providing networking opportunities, access to mentors and tour local projects.

According to Max his participation in this organization has given him the opportunity to engage with architects, developers, city planners and policy makers who are all committed to sustainable architecture and land development. "The volunteering and networking opportunities I experienced with the Urban Land Institute inspired me to join the community of people working to find architectural solutions to our environmental issues."

Congratulations to the 2018 TCAA Family Scholarship Recipient



Kimberly Deichstetter

Kimberly is the daughter of Eric Deichstetter, a long time employee of DTI of Illinois, Inc. She attends the University of Kansas where she is working towards a Bachelor of Science in Business with a double major in Accounting and Finance. She carries an overall GPA of 3.77 and a GPA of 3.92 in her accounting/finance

major. Kimberly was accepted into the Business School Experience direct admission program in fall 2017, a program with restricted enrollment of sophomores.

She serves in an elected role of Financial Vice President for Gamma Phi Beta and represents the organization as a delegate to Junior Panhellenic. She is also a member of the KU Women's Club and is an active recruit for Beta Alpha Psi, the national honor organization for accounting students. Kimberly volunteers weekly at the Lawrence Community Shelter serving as a mentor to youth. Additionally she works part-time at the Kansas Ticket Office.

After completion of her undergraduate degree, Kimberly intends to continue her education with a Master of Accounting degree, a five-year program which provides the eligibility to sit for the CPA exam.

Please Consider Donating to the TCAA Scholarship Fund!

The TCAA Scholarships are 100% funded by donations. If you would like to help us support tomorrow's outstanding leaders, please consider donating to the scholarship fund.

*Tax-deductible contributions can be mailed to:
TCAA Scholarship Fund*

*c/o Truman Heartland Community Foundation
4200 Little Blue Parkway, Ste. 340
Independence, MO 64057-8319*

Please make checks payable to: Truman Heartland Community Foundation

MasterSpec® Announces Changes to Installer Qualifications Language

This past June, the tile industry took another giant step forward in its ongoing efforts to have qualified labor specified to install tile when AVITRU (formerly ARCOM) announced changes to the language used in MasterSpec®. Originally adopted in 2013, Installer Qualifications Language in the Tiling sections of MasterSpec® has now been amended to include language on the Advanced Certifications for Tile Installers (ACT) certification program.

A product of the American Institute of Architects (AIA), MasterSpec® is widely used throughout the building design professions. It has a longstanding reputation as the “go to” source for generic specifications that can be customized for particular projects, along with additional guidance on each section. Its influence in the construction industry is significant as millions of design professionals and specification writers incorporate its language into project documents.

The additional language is a brief but significant sentence that addresses quality assurance in the installation of tile, tagged as an optional project requirement.

“Installer employs at least one installer for Project that has completed the Advanced Certification for Tile Installers (ACT) certification for installation of [mud floors] [mud walls] [membranes] [shower receptors] [gauged porcelain tile/ gauged porcelain tile panels/slabs] [large format tile]. www.tilecertifications.com”.

This language now appears in four sections devoted to tile installation:

- Section 093013 – Ceramic Tiling
- Section 093023 – Glass Tiling
- Section 093033 – Stone Tiling
- Section 093500 – Chemical-Resistant Tiling

The effort to add ACT to the Installer Qualifications Language in MasterSpec® was supported by major industry organizations that include TCAA, the National Tile Contractors Association (NTCA), the Ceramic Tile Education Foundation (CTEF), the International Masonry Institute (IMI) and the International Union of Bricklayers & Allied Craftworkers (IUBAC). Spearheading the effort was Scott Conwell, Director of Industry Development & Technical Service for IMI. Conwell, an architect and AIA Fellow, has been a longtime advocate for inclusion of qualified installer

language in MasterSpec®. According to Conwell, “The introduction of the ACT Certification language in MasterSpec® signifies the design industry’s focus on qualified labor”. He went on to say, “This is a victory for the tile industry. The requirement for qualified labor, and specifically for ACT-certified installers, will effectively eliminate unqualified contractors from bidding tile projects that carry this requirement, and will direct more work to signatory tile contractors.”

TCAA President Brad Trostrud added his thoughts to this welcomed change. “Inclusion of this language reinforces the foundation laid to ensure that that every tile and stone installation is done to the utmost competence. I encourage manufacturers and distributors to build on this foundation with their support and urge tile contractors to embrace this movement toward excellence by ensuring their installers become ACT certified.”

Launched in 2013, the Advanced Certifications for Tile Installers (ACT) program is intended to provide a level of consumer confidence for tile installation procedures that exceed ANSI standards and TCNA guidelines for floor and wall. ACT certified installers represent the highest levels of performance in the tile trade and maintain a level of knowledge and installation excellence superior to non-ACT certified installers. ◆



Robert W. Erath, TCAA Past President



In Memory

TCAA Past President Robert W. Erath passed away on July 19, 2018, at his home in Juno Beach, Florida. Bob was the third generation president of the family business, William Erath & Son in Amityville, NY, and served as president of TCAA from 1993-94. He is survived by his wife Rachel, four children, six grandchildren and three great grandchildren.



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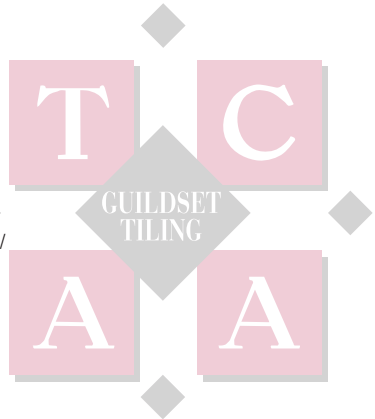
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Photo features Natural Quartzite Cesari Grey on the countertops and Reminiscent™ Memento White 12 x 24 on the floor. Diplomacy™ Light Grey 24 x 24 pavers are featured on the lawn. ©2018 Daltile

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