

9300 CONTRACTOR

Tile Contractors' Association of America

THE VOICE OF SIGNATORY TILE/STONE CONTRACTORS



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***National Ceramic Tile
Education Series 2018***

***Historically Speaking,
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10434 Indiana Ave., Kansas City, MO 64137

Ph: 800-655-8453 • Fax: 816-767-0194

Web: www.tcaainc.org

Carole Damon, Executive Director/Editor
caroled@tcaainc.org

Chris Pattavina, Associate Director/Advertising Sales
chrisp@tcaainc.org

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A Message from the President



The Introduction

As I finally sit down, prepared to write my first President's Message (a task which I have procrastinated about for close to six weeks), I really feel as if I have been teleported back to the year 2000 to the TV game show "Who Wants to be a Millionaire". I've made small talk with Regis and now comes the first multiple choice question. It's always a "gimme", super easy, and anyone living in North America can surely answer it. The question is read, the choices for the answer are given and I draw a complete blank. I can feel my pulse racing, my face turning flush and the hair on the back of my neck extending straight out. I ask myself "What am I doing here – how did I become the president of the TCAA, an organization with a 114-year history?"

To say the very least, I have always found writing extremely intimidating. I did agree to this and was even told my messages could be ghost written, but that would be a cop-out. After looking through some past presidential messages and reviewing suggestions from our Executive Director, I have decided to start out by introducing myself.

My name is Bradford E. Trostrud. I have worked full time as an estimator/project manager at Trostrud Mosaic & Tile Co., Inc. since the fall of 1985. But my life in the tile craft started at the age of 12, going to work with my dad (my boss) on Saturdays. While he caught up on paperwork, I earned some spending money restocking tile that was returned from completed jobs. When I reached 8th grade, I started working full-time in the summer. Back then we had a small warehouse with an adjacent empty lot but no loading dock. As time progressed and the company began doing larger commercial jobs, a lot of my time was spent loading and unloading trucks using aluminum conveyors that basically looked like

hundreds of roller skates turned upside down! But I learned the value of hard work. In my last years of high school and through four years of college – yes, only four years – I was employed as a union tile helper. It was great summer work and I made a lot of money, most of which went to pay for long distance calls to my high school sweetheart while I was away at school. We married in 1984 so that turns out to have been a good investment.

In high school I found I had a liking for art, mechanics and architecture. In my senior year I entered an Industrial Design Competition at IIT and received 3rd place out of 3,000 entries. I decided that I wanted to be an industrial designer, i.e., product designer. I went to the University of Wisconsin-Stout and pursued a Design Degree. This seemed like a promising career and in tune with my limited God given talents. The one thing I always knew was I would not be in the tile business – not sure why, but really, with all the world has to offer, tile—nope.

After graduating with an industrial design major and a graphic design minor, I landed a job with a trade show exhibit manufacturer with very long hours and extremely low pay. I lasted for a year and then left for a small design firm in Oak Park, IL that specialized in recreational vehicles and boats. My wife Linda and I were married at about the same time and as much as I enjoyed the challenges of the job and the relationship I had with my boss, the money wasn't great. Linda was earning more than me, we had to rely on the medical insurance provided by her job and we knew that at some point, we wanted to start a family. Then at a summer party, someone leaked a private conversation to me, about me, that if I came into the tile business as an estimator, in a few years I could potentially double my salary. That hit me like a CTA metro bus at 60mph. The bus never stopped as I wondered, what do I do with this information?

Working for a small design firm, I knew what we were billing, what my boss made, what the secretary made, etc. I also knew that 60% of my boss' time was selling design, not designing. It got me thinking that maybe tile might not be a bad direction to follow and that selling tile in an established company with potential ownership in the future was better than waiting 10 years to start my own design firm. I asked my father if I could try estimating for six months and we could both see if this would work.

That was 33 years ago and marked the beginning of a journey leading up to this, my first TCAA President's Message. I have learned so much and have so much more to learn. I have had the pleasure of getting to know and working with some

of the smartest, sharpest minds in the industry. I have had the honor to have worked with some of the finest union craftsmen/artists in the Midwest and I have had the pleasure of working alongside my father. I love this industry and its people — union, non-union, TCAA, NTCA, TCNA Handbook committee members, fellow *Trowel of Excellence* contractors and 5 Star contractors, suppliers, manufacturers and most importantly, our estimators, accountants, office managers, truck drivers and our incredibly talented union tile setters and finishers.

For those of you who have stuck with me to this point, I'm now one down with seven more messages to go in my two-year term. These next two years promise to be educational and interesting as I continue my journey in the world of tile. I ask for your support, your suggestions (gently, please) and your continuing commitment to our great industry and our wonderful association, TCAA.

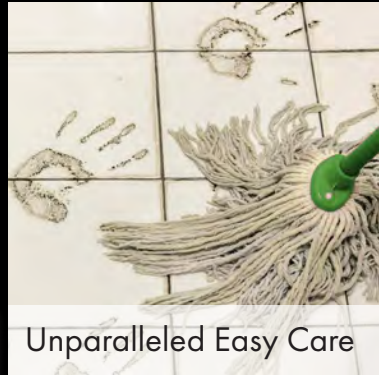
Finally, to our past president, Brian Castro – thank you for your kind words. I have the utmost respect for you and your company. You are a great competitor.

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



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TCAA Labor Report

John Trendell, TCAA Labor Committee Chair
Trendell Consulting LLC

Now is the Time!

As I look back on this past Fall's *Total Solutions Plus* gathering I cannot recall one contractor telling me they were not busy or that competition was beating them up. Yes, qualified labor was a general concern but as a whole, contractors were pretty much satisfied with the state of our industry. And that brings me to the theme of this article. Now is the time!

Now is the time to participate in furthering your education in our industry by attending one of IMI's 2018 Tile Marble Terrazzo regional seminars. This year's events will take place in St. Louis, Seattle, Cleveland, Chicago, Los Angeles, and New York City.

Now is the time to become a Trowel of Excellence certified contractor. The TCNA Handbook emphasizes and recognizes this certification as a standard of quality that architects, owners, and general contractors rely on when deciding who should be doing their ceramic tile work.

Now is the time to promote qualified labor through the Advanced Certifications for Tile Installers. By working with your local IUBAC unions our tile setters can prove their expertise in a specific craft skill and become ACT-certified.

Now is the time to promote our industry. Whether through participation in the ANSI or TCNA standards committees. Whether through national participation in programing and collaboration with the IUBAC and IMI. Or whether through publications such as TCAA's "9300 Contractor".

All of these proactive and positive enhancements to the well-being of your company come directly through membership in TCAA. Join today! Because now is the time! ◆

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Educating Designers:

IMI and industry partners to continue acclaimed national ceramic tile education series in 2018

Scott Conwell, FAIA, International Masonry Institute

2017 was an unprecedented year for education and promotion of ceramic tile! With the cooperation of several partnering organizations, International Masonry Institute (IMI) led the charge on an exhaustive national tour of tile seminars and demonstrations targeting design professionals and union tile contractors in nine U.S. cities.

Most of the venues were a half-day in length with presentations by a variety of industry experts, offering design professionals 4.0 Health/Safety/Welfare AIA learning units in addition to meeting requirements for IDCEC, GBCI, and Tile Contractors Association of America (TCAA) *Trowel of Excellence* certification. Although design professionals were the primary target, in typical IMI fashion, the audiences were a mix of architects, interior designers, tile contractors signatory with the International Union of Bricklayers and Allied Craftworkers (BAC), BAC tile setter members, as well as general contractors, construction managers, building owners, public agencies, and national accounts. The program drew 60-70 attendees per city, on average.

The program's content focused on hot topics in the industry like the newly-passed ANSI standards on Gauged Porcelain Tile (GPT) Panels, and the installation of this revolutionary material which architects are specifying more and more. Additionally, the program covered important topics of large format tile, standards for floor flatness and lippage, sustainable attributes of tile, and new developments in setting materials and grouts. The program also covered the topic of qualified labor in the architectural specifications, addressing the language to recently appear in MasterSpec and in some of the new ANSI standards on this increasingly important requirement of tile installations.

Scott Conwell, IMI Director and the program's organizer and co-presenter, said "Materials, technology, and standards are rapidly changing in the tile industry, so it's critical that we communicate these new developments to the national design community. We also want to deliver the message that BAC tile contractors and installers are continuously refining their education and skills through the training and certification programs of IMI and International Masonry Training and Education Foundation (IMTEF), and they are well qualified to install to the latest standards and requirements."

This successful format will be continued in 2018 but broadened to include presentations on natural stone, terrazzo and resinous flooring, in addition to tile. And as with the 2017 program, the presentations will be supplemented by the tile industry's top associations and material suppliers offering technical information, samples, and literature at a tabletop display area, providing additional value to the attendees.

IMI and TCAA thank the dozens of companies who exhibited their products at the 2017 seminars, and especially our 2017 program sponsors and presenters: Tile Council of North America (TCNA), Crossville, Daltile, Laticrete, Mapei, and *Total Solutions Plus*. 2018 brings the addition of three new sponsors: Schluter Systems; National Terrazzo & Mosaic Association; and Terrazzo & Marble Supply Co.

Ours is an industry of partnership, and by working together to educate, the tile/marble/terrazzo industry will continue to grow and thrive. Check out the following pages for information on dates, locations and presentation descriptions for the 2018 Tile Marble Terrazzo Seminar Series. ◆



2018 TILE MARBLE TERRAZZO SEMINAR SERIES *featuring Contractor College*

Who should attend

Architects, interior designers, general contractors, construction managers, owners/developers, BAC tile, marble, and terrazzo contractors.

Locations and Registration

We are offering this seminar in 6 cities; see below for specific locations and registration information.

Cost

There is no charge to attend. Meals and expenses are underwritten by the program's sponsors.

Exhibits

In addition to the four seminars, we will have several material suppliers and other industry representatives exhibiting their products and services representing all facets of the Tile Marble Terrazzo industry.

2018 TILE MARBLE TERRAZZO SEMINAR SERIES

featuring Contractor College

Schedule*

7:15-7:45 am	Check-in/Breakfast/ Exhibits
7:45-9:00 am	Tile Seminar
9:00-9:15 am	Break/Exhibits
9:15-10:30 am	Marble Seminar
10:30-10:45 am	Break/Exhibits
10:45-12:00 pm	Terrazzo Seminar
12:00-12:15 pm	Break/Exhibits
12:15-1:30 pm	Resinous Flooring Seminar & Lunch
1:30 pm	Conclude

Education

This program contains four AIA-registered seminars. GBCI and IDCEC continuing education may also be offered, but not yet confirmed. Presenters will provide certificates for self-reporting for non-AIA members. Attendees who attend the entire conference receive 4.0 LUs. BAC tile contractors receive 4.0 hours toward IMI Contractor College and TCAA *Trowel of Excellence* continuing education requirements.



March 15, 2018 – St. Louis

Maggie O'Brien's Restaurant and Irish Pub
2000 Market Street, St. Louis, MO
Visit <https://goo.gl/L6AdpT> to register.

April 12, 2018 - Seattle

AGC Building
1200 Westlake Avenue N, Seattle, WA
Visit <https://goo.gl/MUUStk> to register.

May 22, 2018 – Cleveland area

Northern Ohio Regional Training Center
8499 Leavitt Rd., Amherst, OH
Visit <https://goo.gl/341wU2> to register.

June 4-5, 2018 – Chicago area

June 4: IMI-BAC District Council Training Center
2140 Corporate Drive, Addison, IL
Visit <https://goo.gl/RYY8FE> to register.

June 5: AIA Chicago office,
35 E. Wacker #250, Chicago, IL
*Note: June 5 is Stone Seminar only
12:00-1:00pm at AIA Chicago
Visit <https://goo.gl/ga4hfo> to register.

October 2, 2018 – Los Angeles

BAC Local 4 Training Center
11818 Clark Street, Arcadia, CA
Visit <https://goo.gl/iRL26P> to register.

November 14, 2018 – New York City

IMI-BAC Training Center
4534 Court Square, Long Island City, NY
Visit <https://goo.gl/ApUjF7> to register.

Contact Information

For additional information on this seminar series, contact Scott Conwell at International Masonry Institute, sconwell@imiweb.org, (630) 396-3144.



2018 TILE MARBLE TERRAZZO SEMINAR SERIES

featuring Contractor College

Exhibitors

Is your company interested in exhibiting at this event? More info at <https://goo.gl/4YA4iA>

The Seminars

Note: the topics listed below are confirmed, but the detailed descriptions are approximate and program content may vary slightly. Each seminar is confirmed to be AIA-registered.

Tile Seminar

sponsored by Schluter Systems

Attendees will learn how to use applicable codes and standards to design and specify tile work meeting minimum requirements and best practices. They will develop an understanding of the various types of tile, basic setting methods, and components of the tile assembly. The program will review requirements for allowable grout joint width, lippage, mortar coverage, and tile bonding patterns. It will also examine substrate requirements including standards for floor flatness. The program will also address expansion joint requirements for ceramic tile.

Stone Seminar

sponsored by Daltile

This seminar is an introductory course on stone cladding technologies. It is designed to give an overview on all concepts associated with natural stone cladding including stone sourcing, stone selection, stone testing, anchoring

systems and installation requirements.

The program will teach participants the basic types of anchoring systems; it will discuss some limitations in selecting and sourcing stone; it will address proper testing procedures and results for stone selection; and it will present case studies of stone cladding projects.

Terrazzo Seminar

sponsored by

National Terrazzo & Mosaic Association

Focusing primarily on epoxy terrazzo systems, this presentation reviews the basic characteristics of terrazzo surfaces with a primary emphasis on its sustainable benefits. It analyzes the components and details of the system, from substrate preparation, primers and membranes, strips, chips, and binders. It also looks at performance and cost criteria, as well as design possibilities for each system. The program will also discuss how to maximize terrazzo's sustainable design benefits.

Resinous Flooring Seminar

sponsored by

Terrazzo & Marble Supply Co.

Seamless floor systems are ideal for both industrial and decorative applications. This seminar focuses on seamless flooring systems from thin film to toweled down, recommended applications, and the benefits of the respective systems. The program will also discuss proper surface preparation and the critical skills required of the installers.

2018 TILE MARBLE TERRAZZO SEMINAR SERIES

featuring Contractor College

The Sponsors and Presenters



International Masonry Institute delivers training for tile, marble, and terrazzo installers and finishers on behalf of the International Union of Bricklayers and Allied Craftworkers and their contractors.

www.imiweb.org



Tile Council of North America is a trade association representing North American manufacturers of ceramic tile, tile installation materials, tile equipment, raw materials, and other tile-related products. www.tcnatile.com



The National Terrazzo and Mosaic Association, Inc. is a full-service non-profit trade association, establishing national standards for terrazzo floor and wall systems; and providing complete specifications, color plates and general information to architects and designers at no cost. www.ntma.com



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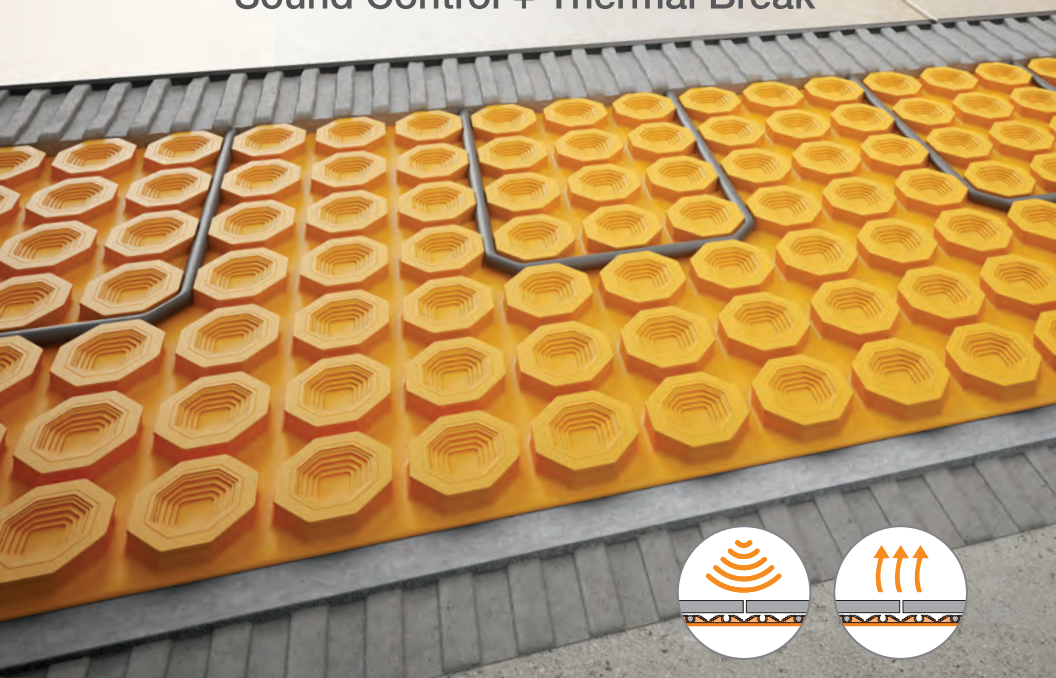


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*Joseph A. Taylor, President
Tile Heritage Foundation*

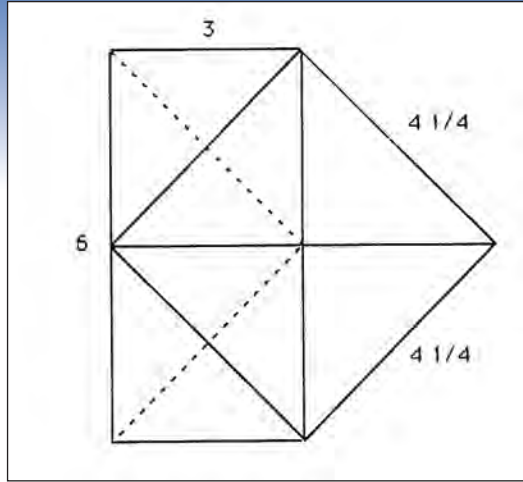
Historically Speaking, What's With 4 ¼? *(This is not a test!)*

Having been introduced to the tile world in the early 1970s, producing hand-crafted stoneware tiles irregular enough to challenge even the best of the setters, I couldn't imagine why the larger manufacturers made perfectly square 4 ¼ inch as a rule. I wondered, what's the story behind this "odd" sized tile? So I asked around...

From the late George Epperson, Epperson Tile Co. in San Rafael, California:
"I asked the very same question many years ago of Robert Howden, Jr., whose father started the Howden Tile Co. of Oakland before the turn of the [20th] century. His reply was that the precise patterns tilemen used to do required that the field tile line up with the border. A diagonal field of 4 ¼" tile will line up with a 6" tile border, a 3" diagonal field lines up with a 4 ¼" border, a 6" tile cut in diagonal lines up with a 9" tile border and a 9" diagonal field lines up with a 12" tile. So here we have our traditional sizes: 3, 4 ¼, 6, 9 and 12 inch tiles. These sizes probably go back to early Roman times." Enlightening!

From the late Jimmy Feruzzi, who began setting tiles in Los Angeles in 1927:
"Of course, the only tile we had in those days here was a 6" x 3" white. I can't give you the story why it went from 6" x 3" to 4 ¼" except that a 6" x 3" is 18 square inches and a 4 ¼" x 4 ¼" tile is also 18 square inches."

According to John Swanson, who taught “tile setting instruction” to Feruzzi at Frank Williams Trade School (now Los Angeles Trade Technical College), there is significance to the fact that it takes 8 - 6” x 3” tile and 8 - 4 ¼” tile to make a square foot, because tile quantities are figured by the square foot. In fact, if you take a 6” x 3” tile, cut it in half width-wise, then cut each half both ways diagonally, the resulting pieces will equal those cut from a 4 ¼” tile if you first cut it both ways diagonally and then cut each of the four triangular pieces in half!



Light conditions are part of the design

Then stepping back in time, from Chris Blanchett, a prominent tile historian in the UK: “4 ¼” tiles have been a feature of English tile manufacturers since early Victorian times and were initially confined to floor tiles, particularly plain tiles (dust-pressed). 4 ¼” is the length of a line joining the mid-points of 2 adjacent sides of a 6” square.

“Mintons were probably the first producers, but many English manufacturers made these so-called “geometric pavements” and often had as many as 100 standard sizes/shapes of tile produced in as many as 10 different colors, all of which were based on portions of a 6” tile.”

Your thoughts and perspectives are most welcome! Contact me at foundation@tileheritage.org. ◆

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

www.tileheritage.org

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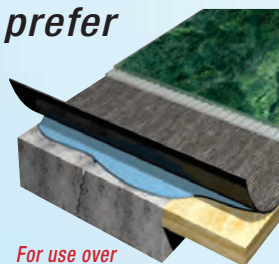
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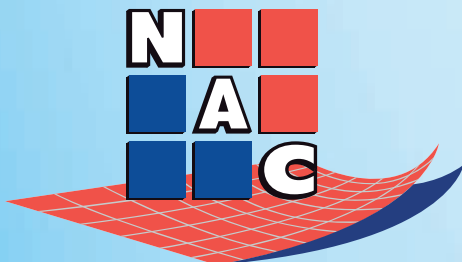
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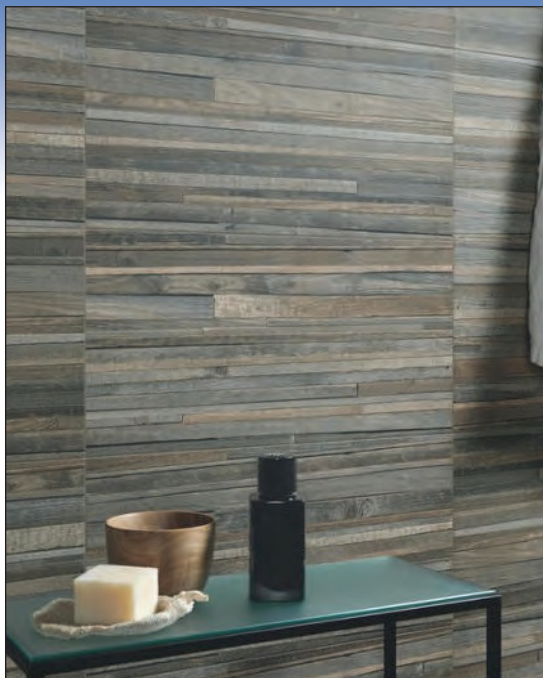
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Striking wood-look tile used in a bathroom

Tile Trends for 2018: Evolving Technology, Market Opportunities and an Emphasis on Quality

The use of tile continues to expand well beyond its traditional application on floors. Indoors, technological tools are expanding the function of tile, taking it from floors to walls, countertops, furniture and even ceilings. Outdoors, tile is being used for pavers and a variety of new hardscaping designs, as well as on ventilated façade systems that continue to grow in popularity.

Evolving Technology

Two key technologies lead the ever-expanding applications of tile. One is digital inkjet printing that produces the benefits of tile with the beauty of natural products like wood, marble or stone. Along with digital printing, Reveal Imaging has become more sophisticated, allowing manufacturers to create realistic, 3D visuals that mimic masonry and textiles.



Brick-look tile adds drama in kitchen

produce large size thin porcelain formats up to 72"x144". This gauged thin porcelain is significantly lighter and less costly than natural stone slabs. The nonporous, etch, stain and heat resistant characteristics of porcelain make these large format materials suitable for a variety of commercial and residential projects. When combined with advanced digital inkjet printing, the result is visually stunning. But gauged porcelain requires entirely different installation practices from other tile products. The Tile Council of North America (TCNA) recently set new standards to guide successful installation of this large format porcelain material.

Market Opportunities

Market opportunities for tile appear strong in 2018. Tile finished 2017 second only to luxury vinyl tile in the flooring market, and many experts project this growth trend to continue in 2018. One of those is Raj Shah, President at MSI, who predicts the tile market will grow by six percent this year, driven by consumer demand for

Whether the design goal is sophisticated, rustic or whimsical, today's mind-boggling array of color, shape, texture and size of tile offers a myriad of choices. Even terrazzo—the marble mosaic flooring popularized in 1920s Art Deco architecture – is spilling over into tiles. Dozens of designs are now available ranging from cement to epoxy terrazzo, traditional to modern colors, and glossy to matte finishes. And as opposed to traditional terrazzo, which can become very slippery or fade when used outdoors, porcelain offers a durable, versatile, and cost-effective alternative.

The second technology that has revolutionized the tile industry is compaction manufacturing that can



Compaction takes tile to new heights and lengths

higher-end products. And with Millennials starting to purchase their first homes and Boomers moving into their retirement homes, the market for tile products in remodels and new builds is expected to grow.

What remains to be seen is how the 2017 Tax Cuts and Jobs Act will impact the economy and the tile market. Lowering corporate tax rates that provide incentives for businesses to invest is likely to produce favorable changes in commercial, industrial and institutional building activity. At the same time, several provisions in the tax bill cause concern for the housing outlook. These include reduction in the maximum amount of mortgage interest that can be deducted, the loss of deduction of interest payments on home equity loans and higher federal debt levels leading to higher mortgage rates. According to Kermit Baker, Senior Research Fellow for the Joint Center of Housing Studies at Harvard University, “these concerns will be felt differently across the country, as areas with higher house prices and higher household incomes will bear the brunt of these changes”.

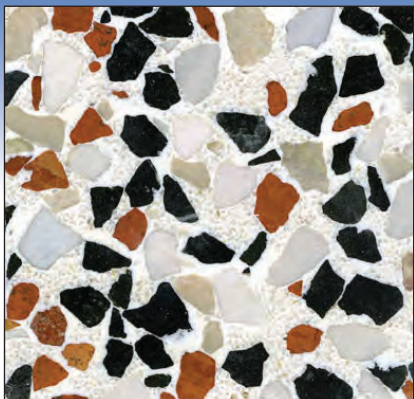
Emphasis on Quality

As it works to take advantage of these opportunities, the tile industry will also have to deal with labor shortages and installation challenges. The entire construction industry has been impacted by manpower shortages throughout much of the economic recovery. With unemployment at an all-time low and retirement



Retro tiles create a fun environment

of Boomers who made up the backbone of the labor force, attracting and keeping enough skilled craftworkers to meet growing demand will continue to challenge both contractors and manufacturers as they compete with other surfacing materials. According to TCAA President Brad Trostrud, “Unlike other surfacing materials such



Terrazzo tile detail

093000 – TILING that details recommended criteria for establishing an installation contractor’s qualifications. This recommended criteria was also adopted by ARCOM MasterSpec®. (Of note, with its recent merger with InterSpec, the creator of e-SPECS, ARCOM has now become Avitru). Currently, Avitru is in the process of reviewing additional spec language that recommends installers possess ACT (Advanced Certification for Tile Installers) certification when projects include critical work in one or more of the seven specialty areas covered by the ACT program. The TCAA *Trowel of Excellence* contractor certification also now requires that a contractor’s lead installers possess ACT certification in one or more of the specialty areas. ◆

*Tile goes rustic
on bathroom floor*



as LVT, carpet and even hardwood, tile installation is both science and art and requires skilled professionals who understand both.” He added that the industry’s continuing emphasis on training and certification to ensure quality installation performance will be key to overcoming competition and achieving market growth.

The Tile Council of North America Handbook includes a section on Quality Assurance under Section



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96 5th Avenue, Hawthorne, NJ 07506
973.238.9739 • angepez@aol.com

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Nancy Czarkowski
468 Elizabeth Avenue, Somerset, NJ 08873
732.764.6700 • Admin@artisannj.com
www.artisannj.com

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William Lardieri
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732.295.4793 • wjlbrb@gmail.com

COASTAL TILE AND MARBLE INC

Andre Segatti
102 Fairview Park Dr.
Elmsford, NY 10523
914.946.7971 • Andre@coastaltiley.com

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Christopher R. McConnell
1591 Smithtown Ave
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631.285.7265 • chriscr@continentalmarble.com

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