

9300 CONTRACTOR

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Technology at Chicago
University Club*

*2018 Cesery Award
Recipient*

*Project Spotlight:
Barbados Supermarket*



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9300 Contractor

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A Message from the President



The State of the Union Making the Case for Continuing Education

The last two summers have been the most challenging that I have witnessed in our industry. While demand is way up, the availability of skilled installation professionals is down significantly since the recession in 2008 and the rapid introduction of new materials and technologies necessitates that our craftworkers keep up with the more recently developed skills and methodologies of our industry. I am very confident the young men and women currently being trained will be some of the finest craftworkers our trade has ever seen. Our challenge is to ensure that our seasoned craftworkers also receive this training on new skills and methodologies. For that reason, as we negotiate our next labor contract here in Chicago, our one and only request is continuing the education of our seasoned craftworkers.

In 2011, informal conversations were held between the Tile Manufacturers, TCAA, and the National Tile Contractors Association (NTCA). The topic: raising the overall quality of ceramic tile installations. John Trendell of the TCAA then met with John Mason, Tile Craft Director at the International Bricklayers Union, where they crafted a vision. That vision was an alliance of TCAA, the International Union of Bricklayers & Allied Craftworkers (IUBAC) and the International Masonry Institute (IMI) with the NTCA, the Tile Council of North America (TCNA) and the Ceramic Tile Education Foundation (CTEF) to create a certification program for the advanced skills and knowledge of the tile installers. The process of creating this certification program – known as Advanced Certification of Tile Installers, or ACT – called on the best and brightest of our industry. Five committees were established, combining union labor and non-union labor, manufacturers, contractors, and the Tile Council

of North America. The results were nothing less than spectacular. The union's involvement prompted some soul searching, and over time, changed the training of the tile improvers and tile apprenticeship program. The apprenticeship training program is now in the process of standardization and, when fully implemented, will create a highly trained workforce second to none.

Recently, in a meeting with the top Chicago contractors, it was agreed that the new training methods and content are incredible; the supported knowledge base is current and up-to-date on our ever-changing craft. Furthermore, at the completion of their training, the vast majority of new skilled craftworkers will be able to pass all seven of the current ACT certifications, described in detail at the ACT website (www.tilecertifications.com). My fellow Chicago tile contractors and I have no concern about the current competence of our new tile setters, apprentices, and improvers. My compliments to the IMI and the IUBAC's craft instructors for a job well done!

Our company is and always will be a proud union contractor. We work with some of the finest, most talented tile setters and finishers in the country—of this I am certain. But we need to ensure that these talented craftworkers, and the contractors who employ them, continue to be the best.

When I began my journey in the world of tile contracting, the 1985 TCNA Handbook contained 40 pages and was 1/8" thick. The content of the book has grown steadily over the years and is now 470 pages, a whole inch thicker! This is an overwhelming amount of new information, not to mention that manufacturers have introduced countless new products and methods over 33+ years. In the face of so many changes, the only way to maintain the excellence our customers deserve is to make continuing education for both labor and management not just a priority, but mandatory.

The concept of mandatory continuing education is certainly not new. It's been talked about at many levels for years. Illinois *architects* are required to have 24 contact hours of continuing education every two years. Likewise, *interior design members* of ASID are required to have a minimum of 10 hours every two years. And contractors who achieve TCAA's *Trowel of Excellence* certification are required to have a minimum of 12 hours of continuing education every three years. The missing piece is continuing education for the tile installers themselves. But having said that, we should also support mandatory continuing education for all contractors, not just those who choose to become *Trowel of Excellence* certified.

If we contractors want our seasoned installers to pursue continuing education, how better to make that case than by setting an example with our own continuing education?

Ultimately, the above design professionals specify the finishes of tomorrow's buildings. When they design with tile and the job is both technically and aesthetically successful, they are motivated to continue using our products and methods. When unsuccessful installations occur, they learn quickly to specify other finishes. I would propose the true judge and jury of our craft is the design community. Who better to please than the creators of our work? Who can best ensure that the work goes to the *strong* and *knowledgeable* hands of the skilled union work force? Every improper installation is a nail in the coffin of our industry, and every successful job supports the promise of continued work for tomorrow.

We, TCAA and the IUBAC, must look past profit, ego, work rules, wages, and convenience to make certain that the best possible tile installations are performed by union hands. We can do this by requiring that every union installer on the job, be it five years, 15 years or 25 years, continue his or her education and training in the skills necessary to preserve and perpetuate our dominance and passion to be the best at our craft. Even though union installed tile will always cost more, we can create tremendous value by making sure the job is always done the right way.

On a side note: Don't you think the design community would look favorably on a union finished craft that continually pursues excellence through continuing education, just as continuing education is part of the design professional's life?

Let us all grow, learn, and master the continuing changes and challenges of our industry. It will make us all stronger and will add perceived and certain value to the term, "union installed by the best hands in the business".

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**

I've Been Doing This For __ Years!

I have been in the tile and stone business for 43 years. Big deal! Hooray for me! Forty-three years ago a cup of coffee was 25 cents. Today a Starbucks Salted Caramel Mocha Venti is Five dollars plus 25 cents! The point is a coffee today is not what a coffee was 43 years ago just like ceramic tile is not what it was 43 years ago.

When I started, ceramic tile pretty much was 4 1/4 x 4 1/4 wall tile, 2 x 2 floor tile, and a large format tile was a 6 x 6 quarry tile. Today ceramic tile seems to start at 1'-0 x 2'-0 and goes up to 5'-0 x 10'-0 from there. Tile installations were either mudset or dryset. The tried and true method of mudset, with its higher degree of expertise, is making a comeback because of the larger tiles. But you darn near have to be a chemist to figure out today's thinsets, leveling products, and grouts. And the level of understanding is only multiplying.

As an example, the Tile Council of North America (TCNA) Handbook committee meets every two years to examine what in the industry has changed. My goodness, the American National Standards Institute (ANSI) has met twice a year for the last several years just to keep up with the ever-changing world of ceramic tile.

That is why I consider continuing education a must for anyone in our industry, no matter what part you might play in it. A good starting point would be to attend a seminar such as the International Masonry Institute (IMI) / Tile Contractors' Association of America (TCAA) Tile Marble Terrazzo Seminar Series. Coverings, the largest tile and stone show in America, is held annually and offers a plethora of valuable information. And TCAA and IMI are there, showing the newest in tile installations and participating in educational programming. TCAA is also one of the partner organizations that host Total Solutions Plus, an annual conference that brings the ceramic tile industry together to network and learn from each other.

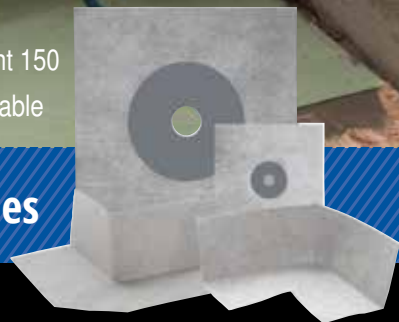
So, when someone says they have been in the ceramic tile industry for __ years, ask them, "What have you done lately to learn and grow with your industry?" Join with TCAA to help learn and shape the future of ceramic tile. ◆



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View of living room with televisions on the walls

Artistry Meets Technology

It began rather modestly back in 1887, when a small group of college alumni formed the founding charter of the University Club of Chicago. Their goal was a simple one—to create an environment in which excellence thrives and develop a place where they, their guests and all future members could draw upon the sustaining values of a common educational experience. Then, as now, college or university graduation was a basic membership requirement. Today, the membership of University Club of Chicago encompasses nearly every business and profession and its members continue to enjoy an environment that honors the excellence envisioned by the Club's founders in a more connected, casual space that better reflects how they live their lives today.

Sitting at the corner of Michigan Avenue and Monroe Street, the Club is housed in a 1909 neo-Gothic building. Some other Chicago private clubs had begun adding intimate and imaginative boîtes or bars for cocktails after work and limited menu dining. When the University Club decided to introduce renovations that better reflected the laid back and more casually-driven lifestyles of its growing ranks of younger members, it went even further than simply adding or renovating one or

two new spaces. It connected its main property to the seventh and eighth floors of the adjoining building it had purchased in 2004, adding 15,000 sf of space for the renovation.



Living room looking west

Architect Antunovich Associates designed

the renovations and Looney and Associates handled interiors. When completed, the University Club addition included multiple lounges, bars, private dining spaces, an interior courtyard, and a rooftop terrace. The \$10 million project was designed to complement the club's existing gothic style of architecture with high ceilings and involved extensive use of tile installed by the skilled craftworkers of DTI of Illinois.

The DTI team installed approximately 9,000 sf of marble, ceramic and porcelain tile in new spaces created by the expanded 7th and 8th floors. Installation began in June 2017 and was completed in September 2017. With such a variety of materials involved, a singular focus of the project was on surface prep, particularly in making sure the floor was properly leveled for large format tiles. While every space in the newly added area speaks to the Club's vision of melding the traditional with the contemporary, two in particular are noteworthy.

The 8th floor Parliament is a casual dining restaurant that looks out on the 1,500 sf infinity rooftop terrace offering a sweeping view of Millennium Park and Lake Michigan. The restaurant features



Parliament Casual Dining



The Parliament looking east over the terrace

beautifully curated modern art in a casual setting. But it's the 8"x8" Custom Pattern ornamental black and white floor tile that really stands out, making a bold statement and offering a nice contrast to the more sedate atmosphere of the terrace where the outdoor view is the star of the show.

A staircase off the Parliament leads down to the 7th floor and it features a variety of different size porcelain and marble tiles ranging from 24"x48" down to 12"x12" with some 24"x24" and 12"x24" on the stair treads. There were also some very special tiles at the top of the staircase that had detectable warning grooves cut into the porcelain tiles.

The Living Room, located on the 7th floor, is another casual gathering place. Here, members can enjoy their choice of beverages and light bites while watching a sporting event or keeping up with the news on multiple large screen televisions. A patterned floor comprised of an 18"x18" center marble tile framed by a 6"x24" porcelain tile offers interest and complements the rich, traditional dark woodwork. Additional perimeter rooms on both floors feature standard 6"x6" quarry, some 6"x36" plank porcelain and some 3"x6" subway wall tile.

The 7th floor also features a quiet indoor courtyard with a restful large format tile floor leading to the courtyard's focal point wall fountain. Restrooms on both the 7th and 8th

Striking view of The Parliament





East terrace view overlooking "The Bean"

floors received a variety of different sized tiles, including a two-colored 3"x12" herringbone floor and a 3-sided wall installation that included 5"x12" base, 12"x12" field and 2"x12" chair rail caps.

According to Club President Cliff Schwandner, "This expansion of our club was deliberately designed and constructed to feel seamless with our main clubhouse—to converge our gothic architectural legacy with modern design and ambiance. Whether you're in The Parliament or The Living Room, you never feel like you've left the original club structure but just moved into a more casual environment that still possesses our timeless elegance, exceptional service, and best-in-class club experience." ♦

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

**For more information on this project or the company,
contact DTI at (630) 978-0400.**

**University Club of Chicago
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TCAA Welcomes Lucinda Noel as New Executive Director

TCAA is pleased to welcome Lucinda Noel as its new Executive Director.

Noel joined the TCAA staff in January and will take over as Executive Director on July 1. She replaces Carole Damon who is retiring after 16 years with TCAA.

Noel brings 39 years of experience in the ceramic tile and stone industry. Over the last 25 years, she ran her own business, Commercial Tile & Stone, a well-respected, successful BAC-signatory tile/stone installation company doing commercial work in the Cleveland, Ohio area. Her familiarity of the industry, ranging from her awareness and understanding of TCNA/ANSI standards to established relationships with manufacturers, suppliers, and industry peers, uniquely position her to serve the interests and needs of TCAA and its members.

During her tenure as a contractor, she was a longtime member of TCAA, served on TCAA's Board of Directors and was certified by TCAA as a *Trowel of Excellence* contractor. In her local area, she served on the Board of Directors for the Construction Employers Association and was president of her local Tile-Marble-Terrazzo Association which included serving on the negotiating committee with her local T-M-T association for union contract agreements.

Noel closed her contracting business in late 2017 to pursue a new career path. "When I decided I was ready for a new season in life and closed my company, I wasn't sure what the future would bring," she said. "I prayed that I would find an opportunity that was a good fit for both my past experience and my future goals and becoming TCAA Executive Director definitely seems like a match made in heaven." Throughout her career, Noel always recognized, and conveyed to her employees, that success is a team effort. Everyone is important and everyone deserves respect, no matter what part they play. She says that she looks forward to serving this great association of TCAA members, who are the cream of the crop, with that same attitude and with excellence.

Damon will remain with TCAA through the end of the year to help complete the final transition details with Noel. These include moving TCAA's office from its current Kansas City location to its new office in Strongsville, Ohio. ◆



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TCAA Announces 2018 Cesery Award Recipient



TCAA is pleased to announce that the recipient of the 2018 Carl V. Cesery Award is John Cousins of Dal-Tile. He will be recognized at a Gala Industry Dinner on Tuesday, October 30, as part of this year's Total Solutions Plus conference in Grapevine, Texas.

Cousins is senior vice president of SSCs and Field Sales for Dal-Tile, the largest manufacturer and marketer of ceramic tile and natural stone products used in residential and commercial design and construction across North America.

Throughout his nearly 40-year sales career at Dal-Tile, Cousins has held leadership roles focused on ensuring that the company fulfills its commitment to provide exceptional service to customers, which has contributed to the most significant sales revenue growth in the tile industry leader's 71-year history. In addition to leading the sales efforts of the largest network of company-owned sales service centers within the industry, he also has oversight for Dal-Tile's sales to independent dealers as well as sales of allied installation products.

Cousins is a long time active member of the Tile Contractors Association of America and has served on several TCAA committees dedicated to delivering value to the organization's membership. He was a primary driver and advocate to increase collaboration between the TCAA, the National Tile Contractors Association and other major tile industry professional associations in order to further nurture the growth and success of the tile industry. And he was an early supporter of efforts to bring qualified contractor language into the TCNA Handbook.

He is extremely grateful to his wife Kris and two daughters for their support throughout his career and for the great friendships he has sustained with colleagues throughout the industry.

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 49th time the Cesery Award has been presented to a distinguished leader in the ceramic tile and stone industry.

TCAA congratulates John Cousins on receiving the prestigious Carl V. Cesery Award and thanks him for his service to the industry and our association. ◆

What, How & Where is Encaustic...?

(This is not a test!)



Encaustic (inlaid) Penn tiles on the floor at St. Mary's Church founded c. 1180 in rural Pitstone, England.

From *Glazed Expressions*, No. 10, the bi-annual publication of the Tiles and Architectural Ceramics Society in England:

The word "encaustic" is derived from a peculiar technique of ancient Greek artists for producing burnt-in designs using wax. "Egkausis" was the art of this burnt-in encaustic painting. The ancient Greeks spelled such words as "egk-" but pronounced them as "enk-" ... The "egkaustike techne" (art or technique) used by "egkausta" (encaustic painters) for producing "egkaumata" (encaustic

pictures) by means of tools called "egkausteria" was well established by Plato's day. But it had nothing to do with inlaid ceramic tiles.

According to David Hamilton in *The Thames and Hudson Manual of Architectural Ceramics* there are two basic methods for producing encaustic tiles:

Encaustic tiles are traditionally made of red-burning clay pressed into a tile frame and stamped with an image, which produces recesses in the surface of the tile. This series of depressions is then filled with white clay in a liquid or very soft state, so as to overfill the hollows. The tile is left in the frame to harden to a leather-hard state, when the white clay is scraped or planed away to produce a flat tile with a white image integrated into the body.

Obviously the impressed image may be built up of several die stamps where this is more convenient. It is possible to extend the apparent printing technique so that the image is produced by several impressions, each in its turn filled with a clay of a different color...

Dust-pressed encaustic tiles were made by producing the inlay as a separate pressing, locating it in the bottom of the press and then backing up with tile dust. Several

methods of shaping the colored inlay were used, from bent wire frames soldered together in the shape of the image to pierced metal plates. In every case the inlay was first lightly pressed, the frame removed, the inlay put in the die and pressed.

While the common material for making the die for encaustic patterns was initially wood, various metals, plaster of Paris and other materials have been used, particularly during the 19th century when encaustic tiles were produced in great numbers.

We can speculate that encaustic-type inlaid tiles evolved in Europe from the early carvings into stone or clay floor coverings and as a result of the visual appearance of mosaic floors, which were in evidence from Roman times (and before).

We know that by the 13th century these tiles were being commonly produced for the floors of abbeys, cathedrals and royal palaces in England and on the continent of Europe. And further, we know that for a period of roughly three hundred years, from 1550 to 1850, the production of inlaid [encaustic] tiles virtually disappeared. We don't know, however, how and when the word "encaustic" became associated with inlaid ceramic tiles.



Encaustic (inlaid) tiles in the Retro-Choir at Winchester Cathedral c. 1230 are now cordoned off to protect and preserve these medieval tiles from further wear.

By 1860, with the help of Herbert Minton in England, among others, the word had evolved to its current usage within the tile industry: a clay tile with an inlaid pattern composed of different colored clays, burnt in, usually used on floors and made from either a plastic- or dust-pressed method. ◆

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

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The calendar may say summer but it's not too early to make plans and register for the 2018 edition of 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.

You've got questions and the experts at *Total Solutions Plus* have the answers! Wondering about the real world impact of the OSHA silica rule or best practices in workforce development? Curious how Emotional Intelligence can help you turn performing under pressure into a competitive advantage for driving organizational performance? Maybe you want to learn how ACT (Advanced Certification for Tile Installers) can help improve your bottom line. Regardless of what questions you have, the answers you need - plus the fun you want - are all at the 2018 *Total Solutions Plus* conference.

BACK BY POPULAR DEMAND! TCAA will again host a special dinner for signatory contractors attending *Total Solutions Plus* on Saturday evening, October 27, at the Barrel Room, located on the resort. Watch for your invitation in the mail.

To see the full conference schedule,
make hotel reservations
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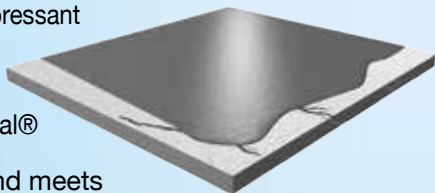
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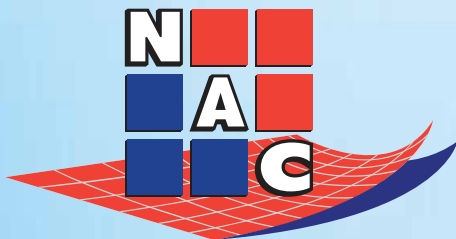
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Massey Store Exterior in Barbados

Project Spotlight: **Barbados Supermarket**

The Situation:

Welcoming approximately one million visitors each year, the island of Barbados is known for its quaint charm, laid-back atmosphere and white sand beaches.

While the tourism industry makes up more than half of the country's economy, there is one company that has become a staple to both tourists and locals alike: Massey Stores. As the largest supermarket in the region, Massey Stores has more than 47 locations in the Caribbean and growing.

In early 2017, Massey Stores set its sights on the parish of St. James to open a new 30,000 square foot (2,787 square meter) state-of-the-art supermarket. The transformation would begin with the demolition of what was previously a mall and include extensive renovations to the entire property, including the existing Massey Stores on site.

Flat floors were an essential part of the construction



General contractor Moorjani Caribbean Barbados Ltd hired Trinidad-based Concrete Genius to ensure that the entire floor in the new space would be 1/8 inch (3 mm) or less tolerance within 10 linear feet (3 meters).

“We needed to be positive that the finished flooring system would be without imperfections so we chose to work with LATICRETE and their line of surface preparation products. Their reputation for high quality made the decision easy,” said Ryan Ali, Concrete Genius Managing Director.

The Challenges:

- Level Floors: Previous floor leveling methods used during the construction of other Massy Stores were time-consuming and often resulted in imperfections. It was important Concrete Genius be able to deliver a flat floor the first time around.



LATICRETE products ensured a perfect surface for floor finishing



Construction professionals also helped make the project a success

- Isolation: Because Barbados is a remote island, new technology is not always introduced in a timely manner. Ali and his team from Concrete Genius were brought in from Trinidad as seasoned experts who could introduce new flooring solutions to the other construction professionals on site.

A LATICRETE Solution:

Concrete Genius began the leveling process by using a floor grinder to remove loose surface concrete and profile the concrete substrate. The team then swept, vacuumed and pressure washed the concrete to prep the area for LATICRETE® NXT® Primer. The water-based primer is designed to be applied prior to the installation of underlayment and is a must-have for leveling projects due to its ability to deeply penetrate into the substrate and maximize bond strength.

NXT Level, a cement-based underlayment for use in leveling interior substrates, was then mixed and spread continuously across the concrete substrate by multiple team members, and installed with a gauge rake and porcupine roller. This product was selected by Concrete Genius to produce a flat, smooth and hard surface for the finished flooring installation. Once cured, NXT Level is durable, fire- and heat-resistant, non-combustible, non-sensitive to moisture and maintenance-free. The entire application process took two days to complete.

Less than 24 hours after the NXT Level application was complete, 14 containers of equipment, including refrigerators, freezer cases and shelving, were unloaded onto the new floor with forklifts. The team did not record a single crack or defect in the NXT Level despite immediate heavy traffic.

Outcome:

All of the contractors involved in the Massy Store project in Barbados were blown away by the quality of the LATICRETE floor leveling products, which allowed us to install a substrate without imperfections,” said Ali.

The new supermarket opened its doors to the public after a nine month construction period in November 2017 and is considered to be among one of the best in the chain of stores.

Because of Concrete Genius’ success, Massy Stores made the decision to utilize LATICRETE products in all upcoming projects, including three stores in 2018. ◆

The finished interior of the Massey Store





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Photo features Emerson Wood™ Hickory Pecan
6 x 48 on the wall in a chevron pattern and Brazilian Walnut
6 x 48 on the floor in a staggered brick-joint pattern.

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Trowel of Excellence™ **Certified Contractors**

Trowel of Excellence certification designates that a company consistently delivers outstanding skilled craftsmanship and superior management practices. *Trowel of Excellence* contractors employ only the best trained and most knowledgeable installation professionals and demonstrate their commitment to performing at the highest levels of industry standards, ethical business practices and financial responsibility on each and every job. That's why the Tile Council of North America and Arcom both recognize *Trowel of Excellence* certification in contractor qualifications language recently added to the TCNA Handbook and MasterSpec.

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Tommy Conner
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www.superiortilestone.com

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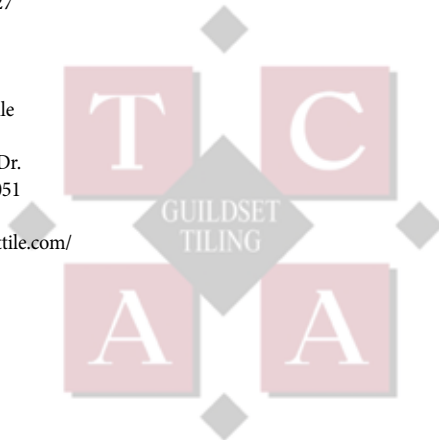
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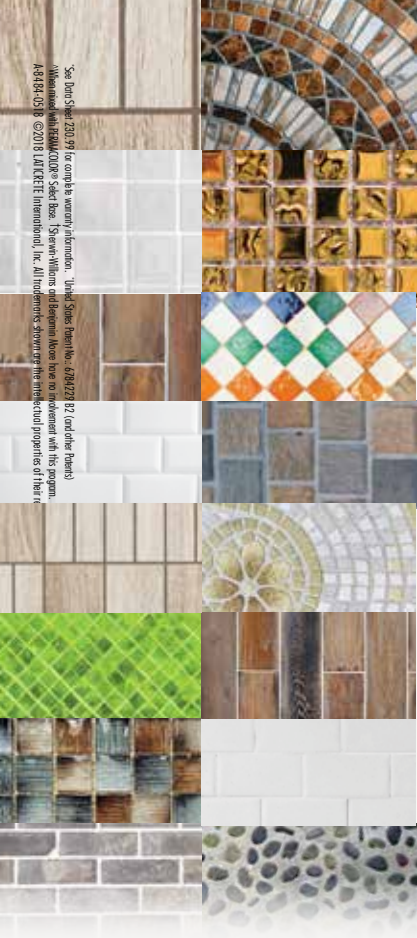
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