



9300 CONTRACTOR

**GIACOMO
DELAZZERO**

September 15, 1913
February 28, 2004



It is with great sadness that we advise of the death of Giacomo DeLazzerio. Mr. DeLazzerio passed away on Saturday, February 28.

Mr. DeLazzerio was a driving force behind the Tile Contractors' Association of America and its most honored member. In addition to serving as President of the Association from 1970-72, he was the recipient of the Carl V. Cessery Memorial Award in 1975. In 1999, the association instituted a lifetime achievement award and Mr. DeLazzerio was the first member honored with this highest distinction. In 2002, the award was renamed the Giacomo DeLazzerio Lifetime Achievement Award.

Mr. DeLazzerio was also a member and past president of the General Society of Mechanics and Tradesmen of New York City and served as chairman of the National Labor Commission.

Mr. DeLazzerio is survived by his longtime companion

Dorothea Lombardo and daughter Geraldine Ortnier, by his sisters Norma Fraser of Fort Meyers, FL and Dora Fox of Jenkintown, PA. He is also survived by his son Gerald DeLazzerio and his wife Janet of Katonah, NY, his two daughters Noreen Colignon and her husband Harry of Larchmont, NY and Jacqueline DeLazzerio of Mamaroneck, NY. Also surviving are his five grandchildren Christine, Harry III, James, Lisa and Catherine, his four great-grandchildren and numerous nieces and nephews. including his nephew Vinny DeLazzerio, President of Port Morris Tile & Marble and current TCAA President.

Donations may be made in Mr. DeLazzerio's name to the Parkinson's Foundation, the Muscular Dystrophy Association or the Autism Association.

**MARKETING
UNION-INSTALLED
CERAMIC TILE**

News from BAC and IMI
by Scott Conwell, International
Masonry Institute

If you had to summarize the goals of the International

Masonry Institute, it would be to create and fill jobs for BAC contractors and craftworkers. Job opportunities are created through the marketing programs and filled through the training programs of IMI and BAC. Many programs cross over and further both objectives. For example, the national tile apprentice contest showcased IMI's extensive training in ceramic tile; the contest was staged at the National Building Museum, and was visited by an estimated 5,000 spectators. What a great opportunity to distinguish the skilled work of union tile contractors, tile setters, and finishers!

While not all on the scale of the National Building Museum, IMI's market development plan comprises many programs and activities done with the same focus: to promote union-installed ceramic tile.

Trade shows targeted to the design, construction, and flooring industries have traditionally been a place to reach decision-makers. IMI participates in several national trade shows, and has specialty tile/marble/terrazzo (TMT) exhibits at key shows across the country. (Continued on page 3)

From the President ...

Dear Ladies and Gentlemen of the TCAA,

I am sure you have all heard the news of my uncle Giacomo DeLazzero's passing. It is not necessary for me to eulogize him in this letter as all those who honored him with dinners and awards - including naming the TCAA lifetime achievement award for him - eulogized him in life. The Giacomo DeLazzero Lifetime Achievement Award will keep him in our hearts for as long as this organization exists. The last social event my uncle attended was our company Christmas party. We presented the "Ceramic Tile in the 20th Century" book to our employees as mementos and to Giacomo's delight, they formed a line to have him autograph their copies. He will be missed, but I assure you not many people have had a better ninety years of living.

On a lighter note, I am very excited about our upcoming convention at Lake Tahoe. I spoke with our Executive Director Patty Nolte who was there recently. She asked me to convey to everyone that this is a beautiful area. You will not want to miss it! Spectacular scenery and luxurious accommodations make this convention a must attend affair!

In addition to the activities offered at the resort, you can take a drive around beautiful Lake Tahoe and deposit your cash at the neighboring casinos.

I recently attended the IUBAC meetings in Bal Harbor, Florida. I will wait to report on specifics until I have had a chance to meet with the TCAA Board at the Coverings show, but I want you to know Jerry Leva, John Trendell and I met with President Flynn to discuss ways to strengthen both our organizations. As your President, it is my goal to make TCAA members as qualified and appealing to their customers as possible, enhancing their ability to grow their business while at the same time helping the union to become stronger. It is also my goal to encourage our members to collaborate with and support IMI. If we truly work together, we can all achieve our goals.

In my last message to you, I stated I want us to be the elite association of the ceramic tile industry. I believe with Contractor College, safety education programs, superintendent's certifications and good apprentice programs, we will enable our members to be more successful. I also believe that a successful agenda of

these types of programs will separate TCAA members from the pack and attract new memberships from people and companies that want to be a part of the best! But, it is a two way street. We need to participate in and support IMI and they need to support and help us as well. After speaking with IMI President Joan Calambokidis, I feel certain that we can achieve more together than we ever will separately.

On a final note, I have been invited to speak to the May meeting of the International Union Council concerning TCAA. I am honored to be given this opportunity and will report back to you with details in the next newsletter.

Until next time, I wish you all the best.

Vincent P. DeLazzero, II
Second Generation TCAA
President

9300 Contractor is a quarterly publication of the Tile Contractors' Association of America, Inc. To submit an article or story idea, contact Carole Damon, Editor.

TCAA is a membership-based organization serving the needs of the Ceramic Tile industry since 1903. Annual membership dues are \$800 for contractors (payable in quarterly installments of \$200); \$300 for suppliers; and \$25 for retired contractors.

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MARKETING UNION-INSTALLED CERAMIC TILE

(Continued from page 1)

This year, IMI will represent your industry at Surfaces, World of Masonry, Coverings, Construction Specifications Institute (CSI), International Tile & Stone Show, Stone Expo, and many others. Our exhibits at these national shows will include mock-ups if not actual hands-on demonstrations of tile and stone done by IMI instructors and journeyman craftworkers. By demonstrating the craft, the expert skills displayed speak louder than words to the importance of trained craftworkers, demonstrating a level of expertise that naturally comes with a union tile contractor.

In key markets, IMI has organized and delivered our own TMT Expos with input from local tile contractors and BAC tile locals. These shows, which can draw as many as 400 architects from a region, allow for greater control of program format and content. Local TMT expos planned for later this year will be a topic of a future column in this newsletter.

Professional education and technical programs are other elements of the tile market development plan. In many states, architects are required to attain continuing education units (CEUs) to maintain their licenses to practice, and IMI is a registered educational provider with AIA. IMI directors deliver accredited seminars to architects and designers on ceramic tile. This year IMI will

be producing a technical brief on membranes for tile that will be published and distributed nationally. IMI's hotline (800-IMI-0988) and website Q&A (www.imiweb.org) are vehicles for designers to turn to IMI as an authoritative technical resource. All of IMI's educational and technical programs stress the importance of workmanship and training to the success of any tile job.

It's impossible to list all components of IMI's market development plan in this short space, but I hope to have summarized some of the key elements. I graciously welcome your feedback and ideas at sconwell@imiweb.org.

PROJECT OF THE YEAR

Attention TCAA Members!

TCAA's Project of the Year competition is back. These prestigious awards will be presented in two categories: Commercial and Residential. Projects completed in 2002 or 2003 are eligible with entries judged by a blue ribbon panel of experts. All TCAA members are eligible to nominate a project in one or both categories.

The deadline for submitting projects is May 1st, so don't miss out on your opportunity to be recognized.

Competition guidelines and nomination forms have been mailed to all TCAA members. If you have not received your

information yet, please contact the TCAA office or go to the TCAA website; www.tcaainc.org to download the information. Winners will be announced at the 2004 TCAA Convention in Lake Tahoe.

For more information on Project of the Year, contact the TCAA offices at (800) 655-8453 or by email at info@tcaainc.org.

CESERY AWARD

The Carl V. Cesery Award is given to honor any person who has served the American tile trade with great distinction. It ranks high among the National honors granted by American trade, industry and professional groups.

Do you know of someone who

- Has met with a marked measure of personal success.
- Has figured prominently in the American tile trade.
- Has taken an active part in their respective national bodies.
- Has given of their time and effort to the advancement of the tile trade.
- Is dedicated to the common welfare of the ceramic tile trade.

If you know of someone who has made outstanding contributions to this industry and believe they qualify for this prestigious honor, please submit a nomination form, which can be obtained by either calling the TCAA office at 800-655-8453 or via e-mail at info@tcaainc.org. The deadline for Nominations for 2004 is May 14, 2004.

TILE COUNCIL OF AMERICA HANDBOOK UPDATES

YOUR INPUT IS NEEDED!

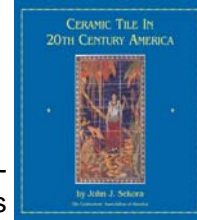
Information on submitting suggestions for any changes or additions to the TCA Handbook was recently mailed to TCAA members. Please take the time to submit your suggestion to the TCAA office. They will be presented at the upcoming TCA conference.

New installation proposals and changes must be clearly identified and submitted in writing. Your suggestions may be submitted in one of three ways:

- By fax to (816) 767-0194
- By email to info@tcaainc.org
- By postal mail to TCAA, 4 E. 113th Terrace
Kansas City, MO 64114

If you have questions on how to submit, contact the TCAA staff at (800) 655-8453. **Proposals and changes must be received in the TCAA offices no later than May 1, 2004.**

Ceramic Tile in 20th Century America



This stunning picture-packed book celebrates the heritage of ceramic tile as it traces 100 years of growth, accomplishments and individuals spanning a broad range of tiles, topics and traditions.

An excellent gift for your customers or incentive for your employees, the cost is \$58 and includes shipping and handling. Discounts available on orders of 6 or more. Order now to receive your limited, first edition today!

Order forms for this limited edition book are available online at: www.tcaainc.org. For more information please call TCAA at 800-655-TILE.

MEET..... DAL-TILE

Founded in 1947 in Dallas, Texas, Dal-Tile is now the largest ceramic tile manufacturer in the United States and one of the largest in the world. Dal-Tile owns two of the most widely recognized product brands in ceramic tile, Daltile and American Olean. Each brand offers a comprehensive line of fashionable, high-quality tile products in a range of colors, textures and finishes.

Dal-Tile's two brands offer the most comprehensive product collection in the ceramic tile industry, including glazed and unglazed floor tile, glazed wall tile, glazed and unglazed ceramic mosaic tile, porcelain tile, quarry tile, natural stone tiles and stone slabs. Through extensive research and continuously monitoring interior design trends, Daltile and American Olean have been at the forefront of ceramic and porcelain tile design. In recent years, the companies have introduced some of the industry's most impressive stone-look products, as well as larger format tiles and innovative designs that incorporate stone looks with metal and glass design elements.

Daltile introduced in July 2000 its popular Natural Stone Collection, a comprehensive collection of natural stones mined from quarries around the world that includes marble, travertine, tumbled natural stone, granite, limestone and slate. Natural stone slabs may be selected through the brand's stone showrooms and labyards located in twelve cities across the United States.

In March 2002, Mohawk Industries, Inc., a leader in the floor covering industry, was looking to expand its already significant flooring industry presence to include ceramic tile. The company acquired Dal-Tile and is now leveraging Dal-Tile's experience and expertise to assist with the development of a Mohawk ceramic line.

In late 2002, Dal-Tile introduced Ahnzu, a premium brand of high-end natural stone and tile collections. Ahnzu, which takes its inspiration from some of the Earth's most distinctive surfaces, is comprised of fifteen different collections, ranging from rustic French and Mexican Terra Cotta tiles to unique metallic decorative accents and borders; from glass tiles resembling molten lava to semi-precious stones like amethyst, lapis and malachite.

Dal-Tile currently operates ten manufacturing facilities in the U.S. and Mexico, and employs more than 7,900 people. The company has the largest ceramic tile manufacturing capacity of any U.S.-based manufacturer. The company recently joined forces with Italian tile maker Emil Ceramica to open a new, state-of-the-art facility in Muskogee, Oklahoma, where it will produce glazed porcelain tile. By combining Italian styling and American craftsmanship, Dal-Tile is creating sophisticated looks within its ever-expanding collection of glazed porcelain tile.

More information about Dal-Tile, or the Daltile and American Olean brands, can be found online at www.daltile.com.

TCAA Annual Convention

Mark your calendars today to join us September 26-30, as we convene our 96th annual convention in Lake Tahoe, CA at the beautiful Squaw Creek Resort. We are already hard at work putting together what promises to be a fantastic convention filled with exceptional programming and a Bonanza of entertainment (Hint: anyone remember Hoss and Little Joe?)

This year's theme is

Together we can.....

- **T**ake the role of the elite association of the industry where architects, general contractors and owners vie for the attention of our members,
- **C**raft our organization to become so meaningful and substantial within the industry that potential members will be knocking on our doors – begging for admission,
- **A**ssemble conventions with standing room only attendance where every TCAA member benefits from high-impact programs held at exciting, family-oriented resort venues and,
- **A**im to set the standards for the industry.

Make plans today to join us for this very important convention! Look for registration and convention information in your mailbox in early May.

Help us make sure TCAA thrives as we start our next 100 years!

STRATEGIC PLANNING UPDATE

The Board of Directors and the Strategic Planning Committee met in Biloxi, Mississippi (Yes, really – it was nice.) in January. A grueling day of Strategic Planning followed by a grueling day of Association business resulted in many tired minds and a great deal of work.

Here are highlights of our work:

- **Enhanced relationship with the IUBAC.** Our Labor Committee is working to define the Contractor College courses we will offer in Lake Tahoe through our friends at IMI. This is an excellent opportunity to catalyze the growth of your firm's future leaders. In addition, IMI is working with us to export their great programs to more locales. The Labor Committee will also be working on an international agreement template for discussion. Your feedback?
- **Education and certification.** This team is seeking to incorporate multiple sources and types of training and education to comprise our certification program. This certification is intended to distinguish our members in the industry as having attained the best and most current technical knowledge and business practices. TCAA certification will mean achievement and merit to the tile industry, and the excellence of our member firms will define the ideal.
- **We continue to look for other associations to partner with.** We are establishing reciprocal links with other associations so that we are a growing influence in the "network" of our industry. We continue to seek new opportunities for our members to represent us in other areas. We are even investigating the radical idea of a "joint convention" with another group that would energize both organizations while allowing for separate functions specific to TCAA.
- **Our sales and manufacturing members.** These folks are tremendous sources of experience and information. They are committed to us, and we, to them. In early April they will receive a survey asking them specific questions intended to help us involve them more deeply in TCAA. We look forward to sharing this information; we think it will be very exciting.
- **Growth** is a priority. By adding value to TCAA membership in all of the above areas, we will strive to increase membership by 40% by 2009. As a start, a committee has been formed to survey past members to determine why they left and what would induce them to rejoin. These telephone surveys are going on now, and we will have the results summarized for action planning by the end of March.

Oppressive Management is limiting my word count so I'm leaving a lot out, but I wanted to present the essence of the activities of your TCAA leadership. Keep a sharp eye out; this is only the beginning!

Les Lippert
Immediate Past President

PORT MORRIS TILE & MARBLE CORP. NAMES NEW PRESIDENT

As Port Morris Tile & Marble Corp., celebrates its 100th Anniversary, Vincent P. DeLazzerro II, owner and CEO, formally announced the appointment of Mr. Patrick Barrett as President..

Mr. Barrett joined Port Morris in 1992 as Executive Vice President and was responsible for overseeing the general operations of the rapidly growing firm. Under his direction, Port Morris has completed projects such as the Mandarin Hotel at the AOL Time Warner site, the Borgata Hotel & Casino, City Hall exterior work, several projects for the Trump organization and restoration work at St. Patrick's Cathedral.

Mr. Barrett began his career with John T. Brady & Company. During his twelve years there, he learned all aspects of the trade. Starting as a laborer, he rapidly rose in the ranks and eventually was named a project manager undertaking hospitals and school assignments.

Mr. Barrett also worked for the E.W. Howell Co. Inc. where he rose from project manager to Vice President in charge of their New York Office. During his time at Howell, he successfully completed the landmark restoration of Polo Ralph Lauren's flagship building, the Plaza Athenee Hotel and the Ironworkers Union Headquarters.

In addition to being a devoted husband and father of three children, Mr. Barrett serves on the Board of Governors for the Building Trades Employees' Association; is President of the Contractors Stone Setters Association and Benefit Funds Trustee for Locals 197 and Local 84.