

9300 CONTRACTOR

July 2007

TCAA 99TH ANNUAL CONVENTION

TCAA will host its 99th annual convention at the Venetian Resort Hotel and Casino in Las Vegas, Nevada, November 3-6.

This year's convention is packed with educational and entertainment opportunities, which promise to make your attendance well worth your time.

The educational and technical sessions will be kicked off with a keynote address by internationally recognized tile industry expert Patti Fasan. A skilled educator & communicator, Ms. Fasan delivers an entertaining and informative presentation. Specializing in ceramic tile for twenty years, she shares her research, project experience & passion for the industry. Ms. Fasan is a Certified Ceramic Tile Consultant (CTC) from the Ceramic Tile Institute of America (CTIOA) and has lectured in Europe, United States & Canada.

Ms. Fasan's presentation will be followed with technical presentations by:

Amorim Industrial Solutions -

Sound Control for Hard Surface Flooring in Multi-Family Housing

Aqua Mix - *Stone 101*

Custom Building Products - *Specifying Mortars for Ceramic Tile & Stone*

Laticrete International - *Stone Installation and Options (AIA-18)*

Noble Company - *Waterproofing for Ceramic Tile and Stone Installations*

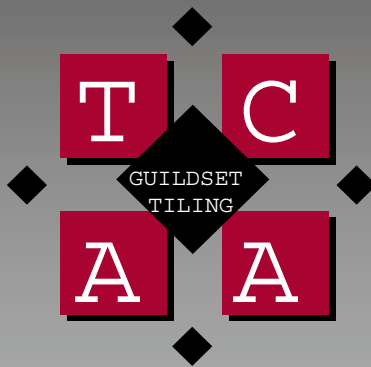
International Masonry Institute will also be on hand to offer 4 hours of IMI Contractor College. Contractor College, consisting of a diverse curriculum of business and technical courses, gives contractors educational information to assist in the building and running of successful businesses.

Recognitions abound at this year's convention, including presentation of the Carl V. Cesery Memorial Award to Ray Byrne of Grazzini Brothers, Inc. and Trowel of Excellence Certification presented to Artisan Tile, Inc. We will also recognize this year's Scholarship Winners, as well as winners of the 2007 Project of the Year competition.

Fun awaits as well! Enjoy the breathtaking views of the Hoover Dam during Sunday's tour and don't miss Dal-Tile Nite at Madame Tussauds, an unforgettable evening of superb dining and interactive fun with some of the world's biggest icons including the hottest stars of today, controversial politicians, record-breaking athletes and simply put, legends. And, of course you'll want to visit the new wave of upscale "ultra lounges" like the Tao located at The Venetian and take in the casinos and bright lights of Las Vegas!

Registration forms are included in this newsletter. Complete yours today and join us November 3-6 in Las Vegas.

Visit us at www.tcaainc.org for complete convention details!



Highlights and Events

President's Message

News from BAC & IMI

Committee Updates

2007 Convention Registration

Sponsorship & Advertising

Opportunities

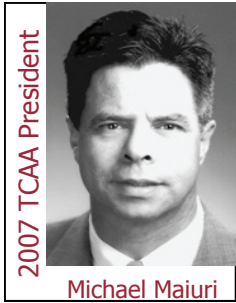
Visit our website at
www.tcaainc.org

MESSAGE

FROM THE PRESIDENT

Dear Friends,

With the
w a r m



weather here, I hope you are taking full advantage of it and enjoying some summer fun. Here in Michigan, summer couldn't have come at a better time. Karen, Mackenzie, and I just returned from our vacation in northern Michigan. Our week involved a lot of fun and created beautiful memories for us to share in the years to come. Hopefully we'll be able to spend more quality time together again before summers end.

I'm now looking ahead to fall and our upcoming TCAA convention in Las Vegas. The Venetian's "all suites" four star resort and spa will be our convention host and offers the best in everything that Las Vegas has to offer.

If you have never attended the TCAA Convention or have not been to one in awhile, I personally invite you come and see all that our association has to offer. Our format is fresh and educational and I guarantee you will learn something new and have fun all at the same time.

Karen and I look forward to seeing you there. Have a great summer.

Sincerely,

Michael Maiuri
TCAA President

NEWS FROM BAC AND IMI

Virtual Design with IMI Detailing Series

Designing with tile and other masonry materials just got easier, with the new web-based Masonry Detailing Series from IMI.

The series gives designers and builders instant access to masonry details and design solutions. It uses an interactive multimedia format that includes drawings, images, narratives, animated details and more. It really is one-stop shopping, offering detailed descriptions, product samples, technical data sheets, specifications, case studies, product literature, and in many cases, even a short movie. All the materials are instantly downloadable.

Jeff Lippert, Executive Vice President of Lippert Tile Co. in Menomonee Falls, Wisconsin, is optimistic that the details can help clear up confusion regarding proper installation methods, materials, and techniques. "We do a fair amount of educating - particularly architects, designers, and general contractors - about industry best practices," he says.

"I also believe that IMI can use these details to educate other union tile contractors regarding industry best practices. Then, hopefully, the market will see a marked difference between union and non-union tile contractors," says Lippert.

The details will also be used to train the next generation of union craftworkers, notes Steve Martini, IMI National Director of Apprenticeship and Training. It will help instructors keep current on the latest specifications, and educate trainees on techniques, materials and proper installation, he says.

IMI field staff use the Masonry Detailing Series in presentations and seminars, and are finding it very popular. Web reports bear that out, too. "This is really capturing the attention of the audiences we want to reach," says BAC President and IMI Co-Chair John J. Flynn.

To keep customers coming back for more, IMI continually adds new topics. To see the Masonry Detailing Series in action, go to <http://www.imiweb.org>.

*Contributed by,
Hazel Bradford
Director of Communications
International Masonry Institute*

Committee Updates

Labor

Committee Report

Submitted by John Trendell

Marble Restoration, d/b/a Decorative Flooring Services

TCAA, in conjunction with the International Masonry Institute (IMI) and the Minneapolis regional tile contractors association held a one day Contractor College program at the Hilton Minneapolis/St. Paul Airport Hotel Friday March 23, 2007. The program included both masonry and tile/marble/terrazzo (TMT) contractors. Sixty people were in attendance with 31 representing the TMT industry.

The morning session included two general courses pertinent to both groups. The subjects were Project Delivery Systems and Building Codes and Standards. After lunch the groups were split up and two TMT specific courses were presented. These were Specifications and Details and Terrazzo/Terra Top Opportunities.

Two aspects of the day not included in the formal presentations but certainly just as important were the fact that IMI offered Contractor College on a regional level allowing for easier accessibility for more contractors and the interaction of locally competing contractors meeting together in a cooperative exchange of ideas to promote the TMT industry.

TCAA looks forward to providing this type of opportunity to more of our regional associations in the future. If any local group would like additional information or help with putting together a program for their members, please contact our national office.

Membership Committee Report

Submitted by Jerry Leva

Eugene G. Sackett Co.

"Status Quo" Not Good Enough!

Since the start of 2007, we have welcomed nine new members to the TCAA Family. Seven new contractor companies, including our two newest contractors shown below, and two new suppliers. While we are very pleased with the addition of these new members, we can do more!

The challenge is still out there to find other quality contractors and suppliers interested in becoming part of TCAA. Consider contacting a contractor from your area that you think would benefit from their association with TCAA. Talk with any suppliers you do business with on the benefits of TCAA membership. The best way to increase membership is for members to speak with their peers in the industry about the benefits they have received from their membership in TCAA. Local tile contractor associations are an excellent source of recruiting new members. If you speak with a fellow tile contractor or supplier who may have an interest in receiving further information or in joining the association, just forward their contact information to the TCAA office by phone at (800) 655-8453 or email the information to info@tcaainc.org and the staff will gladly follow-up.

New Members Please welcome.....

Coleman Floor Company

Jim Williams

1930 Thoreau Drive North, Ste. 100

Schaumburg, IL 60173

Phone: (847) 259-6100

Fax: (847) 259-4886

E-mail: jimw@colemanfloor.com

Website: www.colemanfloor.com

Tile Trends

David Costanzo, President

1311 Lawrence Dr

Newbury Park, CA 91320

Phone: (805) 497-7471

Fax: (805) 498-7460

E-mail: david@tiletrends.net

Website: www.tiletrends.net

INTRODUCING: LATICRETE Floor Warming

LATICRETE, a world-wide manufacturer of innovative systems for the installation of ceramic tile and stone, has launched the most comprehensive floor warming program available: LATICRETE® Floor Warming.



LATICRETE Floor Warming offers an exclusive self-adhesive mesh and wire backing allowing for faster and easier installation. Unlike traditional mats that require extensive stapling and are hard to install tile over, LATICRETE Floor Warming allows for much easier thin-set installation as there are no waves. In addition, LATICRETE Floor Warming is part of the LATICRETE Lifetime Residential Warranty which covers not only the floor warming system and components, it also covers the thin-set mortar and grout. "This has been something distributors and contractors have wanted for a long time," said Sean Boyle, director, business development at LATICRETE, "by offering the radiant heating system along with our complete system, we simplify the selection and the installation, plus provide the customer with a single warranty."

In addition to several innovations of the mat itself, LATICRETE offers 24-hour turnaround on floor layouts and an easy to use software program that allows customers to design their floor and identify product needs quickly and easily. Combined with renowned technical service, LATICRETE offers unparalleled nationwide support to distributors, contractors and dealers.

"It is our goal to aggressively promote the awareness of, and more importantly, the benefit of radiant floor heating to consumers, thus driving the demand of tile and stone," says Boyle. "By investing heavily in marketing activities, dealers and distributors can realize incremental sales by providing better value to the end customer."

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235, (800) 243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com or www.laticrete.lv for the Latvian website. LATICRETE® is a registered trademark of LATICRETE International, Inc.

2007 SCHOLARSHIP WINNERS!

TCAA congratulates our 2007 Scholarship winners:

Architecture Scholarships

Bridgette Richardson

*University of Illinois-Champaign
Master of Architecture Program*

Joshua Dannenbert

Harvard Graduate School of Design

TCAA Family Scholarship

Brian "Andy" Castro, son of Brian Castro
DTI of Illinois, Inc.

ALPHA PROFESSIONAL TOOLS® INTRODUCES NEW WEBSITE

Alpha Professional Tools® is proud to introduce their new website. They have designed their site to provide detailed information on all of their products and services. We invite you to visit and sign up for their alert program to learn about what's new at Alpha®. Go to www.alpha-tools.com

SUPPLIER UPDATE

Please update your membership directory to include the new contact information for the Protecto Wrap Company.

Protecto Wrap Company
Scott Harter
1955 South Cherokee St
Denver, Colorado 80223
(800) 759-9727 toll free
(303) 777-3001
(303) 777-9273 fax
www.protectowrap.com

TCAA WEBSITE

Kee up-to-date on all current TCAA and industry news and happenings by visiting our website at www.tcaainc.org

Members, check out your company's listing and please send us an email if your information needs to be updated.

9300 Contractor is published three times a year by the Tile Contractors' Association of America, Inc. To submit an article or story idea, contact us by phone, fax or e-mail. TCAA is a membership-based organization serving the needs of the Ceramic Tile industry since 1903. Annual membership dues for active contractors and suppliers are \$900, \$75 for retired suppliers, and \$25 for retired contractors.

*Tile Contractors' Association of America, Inc.
4 E. 113th Terrace * Kansas City, MO 64114
Toll free: (800) 655-8453 * Fax: (816) 767-0194
Email: info@tcaainc.org * Website: www.tcaainc.org*

TCAA 2007 CONVENTION REGISTRATION

Step 1 Complete Your Information

Name _____

Nickname for Badge _____

Company _____

Phone _____ Fax _____

Address _____

City/State/Zip _____

E-mail _____

Spouse/Guest Name _____
(complete if purchasing full registration for spouse or guest)

SPECIAL NEEDS

Indicate any special access or dietary needs _____

For: Myself Spouse/Guest Both

Check if First Time Convention Attendee

Step 2 Select Registration Type

All registrations include admission to Business Sessions, Seminars, Meal and Social Functions and Tour.

MEMBER REGISTRATION

EARLY BIRD (Received on/before Sept 15)

Contractor \$525 x _____ \$ _____

Supplier \$625 x _____ \$ _____
One 6' tabletop is included in supplier registration fee

Spouse/Guest \$425 x _____ \$ _____

Function Only \$100 x _____ \$ _____
Available only to children under 18 with one full registration

REGULAR (Received after Sept 15)

Contractor \$600 x _____ \$ _____

Supplier \$700 x _____ \$ _____
One 6' tabletop is included in supplier registration fee

Spouse/Guest \$500 x _____ \$ _____

Function Only \$150 x _____ \$ _____
Available only to children under 18 with one full registration

NONMEMBER REGISTRATION

Contractor \$675 x _____ \$ _____

Supplier \$775 x _____ \$ _____
One 6' tabletop is included in supplier registration fee

Member Spouse/Guest \$575 x _____ \$ _____

Function Only \$150 x _____ \$ _____
Available only to children under 18 with one full registration

Step 3 Tour/Event Reservations

These events are included in your registration. Please mark each to indicate if you plan to attend.

Hoover Dam Tour

(Sunday, November 4)

- Reserve one seat for me
 Reserve seats for me and my spouse/guest

Dal-Tile Nite at Madame Tussauds

(Tuesday, November 6)

- Reserve one seat for me
 Reserve seats for me and my spouse/guest

Step 4 Payment

TOTAL AMOUNT OF REGISTRATION \$ _____

- Payment by Check
 Payment by Credit Card

Credit Card (circle one): MasterCard Visa

Credit card # _____

Expiration date _____ Security # _____
(3-digit # on back of card)

Name on credit card _____

Billing Address _____

Mail Registration Form and Payment to:

Tile Contractors' Association of America
10406 Askew Ave • Kansas City, MO 64137
Phone: (800) 655-8453 • Fax: (816) 767-0194
E-mail: info@tcaa.org

Credit card registrations may be faxed!

CONVENTION SPONSORSHIPS

There are just 3 sponsorship opportunities remaining for the TCAA Convention!!! Sponsorship offers your company the opportunity to maximize its exposure to attendees. Each sponsorship is acknowledged in all written materials and during the event and includes appropriate signage. Sponsors are also invited to make brief welcoming remarks at events and sponsorships include complimentary ads in the convention program/membership directory. See details below. Sponsorships are filled on a first come, first served basis.

☐ Breakfast \$2,000

Monday, Nov 5

Sponsor Monday breakfast. Sponsorship includes credit in program, your banner hung during the breakfast, the opportunity for you to make brief welcoming remarks to breakfast attendees and one FREE 1/2 page black and white ad in the convention program/membership directory.

☐ Cesery Luncheon - \$3,500

Monday, Nov 5

Sponsor the Monday Cesery luncheon. Sponsorship includes credit in program, your banner hung during the luncheon, the opportunity for you to welcome luncheon attendees and one FREE full page color ad in the convention program/membership directory.

☐ Project of the Year Luncheon - \$3,500

Tuesday, Nov 6

Sponsor this year's Project of the Year luncheon. Sponsorship includes credit in program, your banner hung during the luncheon, the opportunity for you to welcome luncheon attendees and one FREE full page color ad in the convention program/membership directory.

Our thanks to these sponsors already on board . . .

Hoover Dam Tour:	<i>Laticrete International</i>
Kick-Off Reception:	<i>National Applied Construction Products</i>
Opening Banquet:	<i>International Masonry Institute</i>
	<i>International Union of Bricklayers & Allied Crafts</i>
Dal-Tile Nite:	<i>Daltile Corp.</i>
Badge Pouches:	<i>MAPEI Corp.</i>
Convention Gifts:	<i>Crossville, Inc.</i>

Deadline to reserve your sponsorship is August 20, 2007.

SELECT your Sponsorship, **COMPLETE** the following and **FAX** this form to TCAA at 816-767-0194. You will be invoiced for your sponsorship.

Amount of Sponsorship \$ _____

Company _____ Contact Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ E-mail _____

ADVERTISING OPPORTUNITIES

The TCAA convention program offers you a terrific opportunity to send your message home with attendees. Distributed at convention and by mail to TCAA members, the program includes the TCAA membership directory with information on all our members. Your ad is seen over and over again as your customers (or prospective customers) use the directory to connect with fellow TCAA members.

ADVERTISING RATES

AD SIZE	BLACK/WHITE	COLOR
Outside Back Cover	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,500
Inside Front Cover	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150
Inside Back Cover	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,150
Full Page	<input type="checkbox"/> \$ 495	<input type="checkbox"/> \$ 550
1/2 Page	<input type="checkbox"/> \$ 399	<input type="checkbox"/> \$ 450
1/4 Page	<input type="checkbox"/> \$ 275	<input type="checkbox"/> \$ 325

AD SPECIFICATIONS

FULL PAGE/COVER	Non-bleed ad: 7-1/2" x 10" Bleed ad: 8-3/4" x 11-1/4" (trim size 8-1/2" x 11")
1/2 PAGE AD	Horizontal: 7-1/2" x 4-7/8" Vertical: 3-3/4" x 10"
1/4 PAGE AD	3-3/4" x 4-7/8"

AD MECHANICS

(Additional charges will apply if not followed exactly)

Ads accepted as electronic files in these programs: Quark Xpress, Illustrator, Photoshop, InDesign, Pagemaker. All accompanying art files and fonts must be included. HiRes PDF files are acceptable. Fonts must be embedded. For color ads, a color laser copy must be included with artwork. If color is critical, include a high-quality color proof. FILES SENT IN WORD OR PUBLISHER WILL INCUR AN ADDITIONAL CONVERSION CHARGE billed at \$45/hour. Ads sent on film will not be accepted.

EMAIL ELECTRONIC ART FILES TO: TCAAinc@aol.com

Reservation, Payment and Art Due August 20, 2007

SELECT your Ad Size and Type, **COMPLETE** the following and **MAIL** with payment to

Tile Contractors' Association of America
c/o Chris Pattavina
10406 Askew
Kansas City, MO 64137

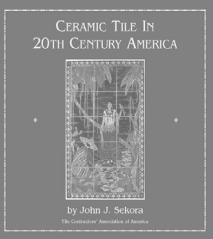
Amount of Ad \$ _____

Company _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____



"Ceramic Tile in 20th Century America" celebrates 100 years of tile history with breathtaking photography and riveting narrative.. A limited number of books remain. Order yours today!

ORDER FORM

Return completed form with check, money order or credit card information to:

TCAA Book · 4 East 113th Terrace · Kansas City, MO 64114

Quantity x Price = Total Payment Enclosed

_____ x \$29 = \$_____

FREE SHIPPING!

Name _____ Phone (____) _____

Company _____ Email _____

Street Address (no P.O. Boxes please) _____

City _____ State _____ Zip _____

Payment by Credit Card

Circle one:




Card #: _____ Exp. Date: ____ / ____ Security # _____

3-digit # on back of card

Print Name as it appears on Credit Card: _____

Billing Address _____

Included in this Issue . . .
Convention Registration Information
News from BAC & IMI
Committee Reports
Sponsorship & Advertising Opportunities


Tile Contractors' Association of America, Inc.
4 E. 113th Terrace
Kansas City, MO 64114