Dear Fellow Members of the Tile Industry;

It has been awhile since TCAA held its annual convention in Chicago. The last time, the year was 1987. A lot has changed in the industry since, however one thing remains the same. Conventions have always served the purpose of acting as a means for people to come together, to work, to communicate, to learn and even have fun.

Still undecided? Here are 5 good reasons you should be a part of this year’s convention.

1. Coming together with industry colleagues, friends and experts makes good business sense.
2. Conventions give you a front row seat for education and training presented by the industry’s most distinguished leaders.
3. Conventions surround you with energized and excited colleagues who, in turn, send you home energized and excited about your business and our industry.
4. Conventions give you the opportunity to share your experiences while learning from the experience of others.
5. And finally, conventions help you develop and expand a vital network of lifelong professional and personal friends. Whether you are a first-time attendee or a TCAA convention veteran, conventions are the place where you can connect (or reconnect) with colleagues and friends to learn, share and have some fun.

With this in mind, I encourage you to register for the 2009 TCAA Annual Convention. This three-day event will deliver outstanding education, training and information from industry experts. We’ve also included plenty of time for fun. From the Saturday’s golf tournament and Trolley Tour to Monday’s Dal-Tile Nite at Navy Pier, there is something for everyone.

The site of this year’s convention is the luxurious Hyatt Regency Hotel located in the heart of downtown Chicago on the famed Magnificent Mile. The hotel is offering an “Early Bird” discounted room rate of $195 per night for those making their reservations by July 17th. After the “early Bird” rate expires, the room rates will be $210 per night. So register early to take advantage of the discounted rate!

The TCAA Convention registration form is included in this newsletter. Convention materials and online registration forms are also available at the TCAA website at www.tcaainc.org. Register today and I’ll look forward to seeing you in the “Windy City” on September 26-28.

Jerry Leva, Sr.
2009 TCAA President
**Convention Events**

**Dal-Tile Nite**  
**Monday 6:30-9:00pm**  
This year’s closing event—Dal-Tile Nite at Navy Pier—begins with a short motorcoach ride to the DalTile Stone & Design Gallery for cocktails. From there, you will be transported to Navy Pier to enjoy a sumptuous dinner and musical entertainment at Riva, the world famous Phil Stefani restaurant. At the end of the evening, a coach will return you to the Hyatt. **Participation in Dal-Tile Nite at Navy Pier is included in your convention registration but reservations are required.** Be sure to mark your reservation for this always fun event on your convention registration form.

**Golf Tournament**  
**Saturday 7:30am**  
**Harborside International Golf Center**  
Enjoy stunning views of the Chicago skyline as you play your way across 458 acres of sculpted fairways, manicured greens, tufted mounds and tangled roughs. Developed in the tradition of treeless, wind-swept English, Scottish and Irish seaside courses, Harborside offers a challenging and enjoyable golf experience for every level of play. The $150 fee includes transportation, green fees, golf cart and $30 in food/beverage tickets. **Sponsored by Laticrete International,** proceeds from this event go to support the TCAA Scholarship Fund.

**Chicago Trolley Tour**  
**Saturday 10:00am**  
For over ten years the Chicago Trolley Chicago Highlights Sightseeing Tour has been the gold standard for giving an entertaining and informative tour of the city’s shopping, dining and attractions. You will enjoy a two hour, fully narrated tour that covers 13 magnificent miles of Chicago’s downtown and the Loop. Stops include the Sears Tower, Millennium Park, Theater District, Chicago Art Institute, Field Museum of Natural History, Sherton Chicago Hotel and Towers, Navy Pier, Hancock Center, and the Water Tower. A trolley stops at each location once an hour so you can “hop-on and hop-off” to shop, grab a bite to eat or explore on your own. You will receive a schedule of stops at each location, along with a goodie bag containing a t-shirt, Garrett’s Popcorn and a Hershey’s Chocolate Bar to snack on during your tour. **There is a $35 fee to participate in this entertaining tour. Please reserve your spot on the registration form.**

**Sponsorships**
Sponsorships offer your company the opportunity to maximize its exposure to attendees. Sponsors are also invited to make brief welcoming remarks at events and each sponsorship is acknowledged in all written materials and appropriate signage during the event.

Sponsorships are filled on a first come, first served basis. Call or email TCAA today to grab one of these high visibility events for your company. Email: chrisp@tcaainc.org or call: 800-655-8453.

**Sunday, September 27**  
Exhibits and Plated Breakfast $3,000  
Contractor College II Refreshments $1,000  
Awards Luncheon $4,000  
Pre-Banquet Reception $2,500

**Monday, September 28**  
Exhibits and Continental Breakfast $2,000  
Learning Exchange Refreshments $1,000

**OUR THANKS TO THESE CONVENTION SPONSORS ALREADY ON BOARD**

**Conventions Gifts**  
Crossville

**Dal-Tile Nite**  
Daltile Corporation

**Recognition Banquet**  
International Union of Bricklayers and Allied Craftworkers (BAC)

**Golf Tournament**  
Laticrete International

**Opening Reception**  
Port Morris Tile & Marble

**Learning Exchange Lunch**  
Custom Building Products

**Tote Bags**  
MAPEI

**Noble Company**  
Contractor College I Refreshments
Schedule of Events

Friday, September 25
1:00-5:00pm  Pre-Convention Board Meeting

Saturday, September 26
7:30am-3:00pm Golf Tournament
10:00am-2:00pm Trolley Tour
5:00-7:00pm  Opening Reception
   Dinner and Evening on Own

Sunday, September 27
8:00-9:30am  “Meet the Suppliers” Breakfast
10:00am-12:00pm Contractor College I
   FM 700—Life Cycle Cost Analysis
12:30-2:00pm Awards Luncheon
   2009 Cesery and Project of the Year
2:30-4:30pm Contractor College II
   TE 627—Green Tile, Marble & Terrazzo
6:00-7:00pm Reception
7:00-9:30pm Recognition Banquet
   2009 Scholarships and Trowel of Excellence

Monday, September 28
8:00-9:30am Exhibits Visits and Continental Breakfast
10:00-11:00am Supplier Council Meeting
11:15am-12:15pm Contractor Business Meeting
12:30-1:30 pm Learning Exchange Buffet Lunch
1:30-3:30pm  Learning Exchange Panel
6:30-9:00pm Dal-Tile Nite

Tuesday, September 29
8:00-10:00am Post-Convention Board Meeting

HYATT REGENCY CHICAGO
151 East Wacker Drive,
Chicago, Illinois, USA 60601

For reservations call: 800-233-1234 or to use the dedicated reservation line for our event call: 402-592-6464. Be sure to state that you are attending the TCAA convention to get the special room rates.

Room Rates
An "Early Bird" discounted rate of $195 is available for rooms reserved by July 17, 2009.

After July 17th, rooms will be charged at a rate of $210.

Subject to availability, the Hotel will honor these rates on all convention dates plus three (3) days before and three (3) days after convention.

*Guest room rate is exclusive of applicable taxes (15.4%). Taxes and fees subject to change. The daily rate for in-room internet access is $13.65. Parking is $48 per day with in/out privileges.

LEARNING EXCHANGE ADDRESSING THE GAPS

Monday September 28
This two hour session will include round table discussions, portions of case studies from closed projects and input from Architects, Specification Writers, and Legal Counsel. Topics will include the following job site issues:

• Writing and reading specifications for work
• Systems integration failures
• Work referenced in other sections, or not
• The submittal and substitution process
• Product selections and associated warranties from both the labor and materials suppliers
• Ideas on how to protect your work and those around you as well

All are encouraged to participate in this informative and interactive two hour session which will be registered as a 2 hour AIA/CES program. (2 LU)
TCAA 2009 Convention Registration

☐ Check if First Time Convention Attendee

Name _______________________________ Nickname for Badge _______________________________

Company __________________________________ Address __________________________________________

City/State/Zip ___________________________ Phone (_____) ___________ Email ____________________

SPOUSE/GUEST NAME (if registering for convention) _______________________________________________________

SPECIAL NEEDS (access or dietary) _______________________________________________________________________

For: ☐ Myself ☐ My Spouse/Guest ☐ Both

CONVENTION REGISTRATION
(Includes all Business Sessions, Seminars, Meal and Social Functions EXCEPT GOLF. Supplier registration includes one 6’ tabletop per company)

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<th>By July 17</th>
<th>After July 17</th>
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<tr>
<td>Contractor</td>
<td>$575</td>
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<tr>
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<tr>
<td>Spouse/Guest</td>
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<td>Child*</td>
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*Available only to children under 18 with one full parent registration

NEW THIS YEAR
Single Day Registration
(Perfect for additional staff at less cost. Includes all sessions, meals and social functions on selected day.)

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Single Day Registrations available only with one full convention registration

GOLF TOURNAMENT
(Saturday, September 26)

Golfer(s) Handicap
1. ___________________ ____ ☐ $150
2. ___________________ ____ ☐ $150

TOTAL CONVENTION/GOLF $________

Deadline for golf registration is August 30.

DAL-TILE NITE RESERVATIONS
(Included in registration, but need to reserve seat)

Monday, September 28
☐ Reserve one seat for me
☐ Reserve seats for me and my spouse/guest

TROLLEY TOUR RESERVATIONS
Saturday, September 26
☐ Reserve one seat for me
☐ Reserve seats for me and my spouse/guest

By July 17 After July 17
☐ $35 ☐ $40 per person

PAYMENT

TOTAL CONVENTION/GOLF/TOUR $________

☐ 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 as it appears on card

Billing Address (from credit card statement)

______________________________________________

Signature

______________________________________________

Mail Registration Form and Payment to:

Tile Contractors’ Association of America
10434 Indiana Ave • Kansas City, MO 64137
Phone: (800) 655-8453 • Fax: (816) 767-0194
Email: chrisp@tcaainc.org
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.

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)*

Electronic files (jpeg, tif, ai, eps, pdf). All accompanying art files and fonts must be included. Fonts must be embedded. For color ads, a color laser copy must be included with artwork. 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:  chrisp@tcaainc.org

Reservation, Payment and Art Due August 3, 2009

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

**Tile Contractors’ Association of America**
10434 Indiana Ave.
Kansas City, MO  64137

**AD SIZES AND RATES (Check one)**

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Company ____________________________  Contact Name ____________________________
Phone _____________________________  E-mail ________________________________

Amount of Ad Selected $_______  □ 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 as it appears on card ______________________________________________________
Billing Address __________________________________________________________________
Signature _______________________________________________________________________
Donald W. Schwartz, retired owner of Selectile of California has been selected as the 2009 recipient of the prestigious Carl V. Cesery Award. The award will be presented at the TCAA 2009 Convention scheduled for September 26-28 in Chicago, Illinois.

Don’s involvement in the tile industry of Southern California has been extensive. He served on the board of the Ceramic Tile Institute, was one of the first graduates of its Ceramic Tile Consultants (CTC) course and later became a member of its Planning and Steering Committee. He was president of the Associated Tile Contractors of Southern California and served for many years on various committees such as the Arbitration Board, the local Trust Fund and Joint Apprentice Committee.

From the age of 17, when Don was hired by the founder of Selectile, James Kay, to work summers and vacations in the warehouse, he began learning the various aspects of the business from the ground up. In 1986 Don became the sole owner of Selectile of California and remained there until his retirement in 2001. Under Don’s leadership, Selectile won numerous awards from both the Ceramic Tile Institute and the Tile Contractors Association of America for its workmanship and beauty of tile installations throughout Southern California in both residential and commercial installations. In 1986 the Ceramic Tile Institute awarded five craftsmanship awards to Selectile - the most ever presented in a single year to a single contractor. The Ceramic Tile Institute also presented its highest personal honor, The Golden Tile Award, to Don. A year later, the Western States Ceramic Tile Association presented Don its highest honor, naming him “Contractor of the Year.”

Don became a member of TCAA in the 1980’s. He served many years on the TCAA Board and was honored to serve as its president in 1996 and 1997. Please join us in offering congratulations to Don.