



CONVENTION EDITION

Trowel of Excellence
President's Message
Labor Report
2010 Convention

Visit our website at
www.tcaainc.org

IT'S EASY BEING GREEN WITH SMCP

What do tile contractors need to know about building green, and positioning themselves for green work? While it may seem to be more trend than science, the reality for contractors is that there are quite specific steps and measurements involved.

That means that a traditional trial-and-error approach won't cut it. LEED guidelines bring a prescribed way to approach a project, and projects succeed only if there is complete understanding by what is required from everyone on the team.

Leading the team is the designer who has been designated LEED AP – “accredited professional” – through the U.S. Green Building Council. In just the past decade, USGBC LEED APs have eclipsed other groups, such as the American Institute of Architects, when it comes to green professionals.

LEED AP designers are in the driver's seat, in terms of the knowledge required for sustainable building. But when you consider the eye-opening fact that the contractor is responsible for 42% of LEED points, it makes it all the more urgent that contractors prove themselves worthy partners. Since LEED credits are unique to each project, the contractor has to truly understand the process before a project starts, and has to continue to build that understanding with subsequent projects.

That's where the IMI Sustainable Masonry Certification Program comes in. It makes contractors a valuable part of LEED project teams by educating them on the nuts and bolts of sustainability practices and their role in the LEED certification process. The course addresses subcontractor responsibilities from estimating and project scope to project management and documentation, plus practical green strategies like site use and construction waste management, and how to work with your architect, general contractor, and suppliers.

Even contractors with some LEED projects under their belts leave SMCP with information that can be immediately implemented on projects that are not only green, but profitable. Micah Vrieze from Grazzini Brothers & Company (MN) appreciated learning concrete strategies like reviewing contracts and specifications through a LEED lens and holding suppliers accountable for accurate recycled content data. “It was very, very helpful,” agrees John Baumgardner, BFC, Ltd. (NJ).

Designers appreciate educated contractors. They also like IMI's “whole system” approach for using tile, marble and terrazzo to maximize both LEED credits and energy efficiency, with strategies for repositioning what used to be simple material decisions into systems solutions that can lead to better building performance, and help make the tile industry a major player in the sustainability game.

(continued on page 3)

TROWEL OF EXCELLENCE



Since 1903, the Tile Contractors' Association of America (TCAA) has been committed to setting the standard of excellence in the tile industry and to ensuring that excellence is achieved through utilization of highly skilled union craftworkers. Through its exclusive Trowel of Excellence™ certification, TCAA offers tangible evidence that tile contractors have met stringent qualifications criteria and stand ready and able to deliver quality craftsmanship, superior technical knowledge and outstanding project management that delivers work done right, done on time and within budget.

Four Reasons To Specify a Trowel of Excellence™ Certified Contractor For Your Tile and Stone Installations

1. Commitment to Quality

When you specify a Trowel of Excellence™ certified contractor, your client is assured a level of quality that stands heads and shoulders above the rest. Every Trowel of Excellence™ contractor has demonstrated the highest commitment to quality, delivered through outstanding customer service, superior technical expertise and adherence to the highest industry standards.

2. Efficient Manpower Solutions

A Trowel of Excellence™ certified contractor delivers to your project the best trained, highest skilled, safest and most reliable workforce in the industry. Your client avoids work delays, cost overruns and expensive mistakes that often come with less qualified installation companies.

3. Technical Superiority

Superior installations and excellent tile contractors don't just happen! To achieve Trowel of Excellence™ certification, a contractor must meet stringent criteria that includes:

- A company minimum of five years in the tile contracting business
- Completion of OSHA training requirements for installers, supervisors and project managers
- Proof of ongoing training and education of its staff
- Adherence to the TCAA Code of Ethics
- Adoption of industry best practice standards
- Proof of financial responsibility
- Submission of a body of work
- Approval for certification by a panel of industry experts

4. Best Value

The beauty and durability of Tile and Stone offer great value to your clients. Specifying installation by a Trowel of Excellence™ certified contractor increases that value. Your project benefits from the utilization of skilled union craftworkers, the application of technical and managerial expertise found nowhere else, and the steadfast commitment to quality upheld by every Trowel of Excellence™ certified contractor. All this combines to create best value for your clients, ensuring delivery of fast track projects done right, produced on time and delivered within budget.

For more information on TCAA or Trowel of Excellence™ certification, call (816) 868-9300 or visit TCAA online at www.tcaainc.org.

Trowel of Excellence™ Certified Contractors

Artisan Tile & Marble Co. of NJ, Inc.

John J. Sekora, CEO
468 Elizabeth Avenue
Somerset, NJ 08873-5200
Ph: (732) 764-5200
Website: www.ArtisanNJ.com

Artisan Tile, Inc.

Jennifer Panning, President
9864 E. Grand River Avenue, #110-132
Brighton, MI 48116
Ph: (810) 220-2370
Website: www.artisantileinc.com

DTI of Illinois, Inc.

Brian Castro, President
2511 Molitor Rd.
Aurora, IL 60502-9682
Ph: (630) 978-0400
Website: www.ctcac.org/dti_illinois_inc.php

Eugene G. Sackett Co., Inc.

Gerard Leva, Sr., CEO
454 Lee Road
Rochester, NY 14606
Ph: (585) 647-3250
Website: www.egsackett.com

G.M. Sloan Mosaic & Tile Co.

Dan Kotel, President
101 Terrace Drive
Mundelein, IL 60060-3826
Ph: (847) 949-1010
Website: www.ctcac.org/gm_sloan_mosaic_tile_co.php

KrisStone, LLC

Michael Kriss, President
472 E. Westfield Avenue
Rozelle Park, NJ 07204
Ph: (908) 620-9700
Website: www.krisstone.com

Lippert Tile Company, Inc.

Les Lippert, President
N89 W14260 Patritra Drive
Menomonee Falls, WI 53051
Ph: (262) 437-9300
Website: www.lipperttile.com

Port Morris Tile & Marble Corp.

Patrick Barrett, President
1285 Oak Point Avenue
Bronx, NY 10474
Ph: (718) 378-6100
Website: www.portmorristile.com

Port Morris Tile & Marble Corp.

Boston Office
Tom McCarthy, Vice President
66 Von Hillern Street
Boston, MA 02125
Ph: (617) 265-7285

Port Morris Tile & Marble Corp.

New Jersey Office
Christopher Walker, Vice President
1221 Route 22 East, Suite 6
Lebanon, NJ 08833
Ph: (908) 236-0855

Selectile of California, Inc.

Ron Schwartz, President
12432 Exline Street
El Monte, CA 91732
Ph: (626) 401-9978
Website: www.selectile.com

Shores Tile Co., Inc.

Michael Maiuri, President
29975 Little Mack
Roseville, MI 48066
Ph: (586) 293-5540
Website: www.shorestile.com

V.A.L. Floors, Inc.

Philip Luppino
555 Gotham Parkway
Carlstadt, NJ 07072
Ph: (201) 672-9320
Website: www.valfloors.com

Venice Terrazzo & Tile Co.

Grace Gebhardt, Vice President
1219 Orchard Avenue
Rockford, IL 61101
Ph: (815) 964-6824
Website: www.venice1918.com

William Erath & Son, Inc.

Scott Erath, President
4 Reith Street
Copiague, NY 11726
Ph: (631) 842-2244
Website: www.erathtile.com

Williams Tile & Marble, Inc.

Steve Williams, Vice President
39 Worthington Access Drive
Maryland Heights, MO 63043
Ph: (314) 878-8453
Website: www.williamstile.com

Message

From the President

Dear TCAA Members;

As the ceramic tile industry and construction as a whole fights its way through these economic times it is now more important than ever to be a part of an organization that represents your interests both locally and nationally. TCAA works with the local and regional tile associations to provide tile contractors with the most up to date information on new technologies, new materials, marketing, educational programs, and labor initiatives.

2010 TCAA President



John Trendell

Our Association works with suppliers, the International Masonry Institute, the International Union of Bricklayers and Allied Craftworkers, regulatory groups such as ANSI and TCNA, and each and every one of you to provide the best in training, education, and marketing. We are still considered the best of the best when architects, owners, and contractors are looking for technical expertise, material information, and installation systems. I personally get a number of calls each month asking me for my ideas on different ceramic tile issues.

That is why it is so important to keep up with our industry. And the very best way to do that is to attend TCAA Convention. It provides an excellent opportunity to engage with suppliers, attend high quality seminars, meet and greet industry and labor leaders, and just talk with people experiencing many of the same challenges you are.

With our Convention meeting in beautiful Lake Buena Vista at Disney World it is a perfect time to enjoy family, friends, and colleagues. Remember, we are all in this together and it is through the strength of all of us that our industry will grow and prosper.

Looking forward to seeing all of you this fall at Convention!

John Trendell
TCAA President

IT'S EASY BEING GREEN WITH SMCP

(continued from page 1)

This year's TCAA convention offers contractors several opportunities to enhance their green portfolio – including SMPC on October 5. Visit the TCAA website (www.tcaainc.org) or contact Carole Damon (caroled@tcaainc.org) for more information.

For SMCP contractor reviews, the LEED Checklist, and more, go to www.imiweb.org/greenmasonry.

Article submitted by Hazel Bradford, Director of Communications, International Masonry Institute

Labor

Committee Report

TCAA Participates In IUBAC Winter Meetings

TCAA members were well represented at the labor/management meetings in San Diego this past February. Members from all over the country attended: Les Lippert, Lippert Tile; Emily Williams, Williams Tile & Marble; Ron Schwartz, Selectile Tile; Grace Gebhardt, Venice Terrazzo & Tile; Tommy Conner, Superior Tile & Stone and John Trendell, Trendell Consulting. All contributed to discussions regarding market opportunities, the national Apprentices Contest, and project labor agreements. There was a definite theme of working together to grow our industry through market recovery programs, targeted projects, and PLA's.

The IMI presented highlights of their new Sustainable Masonry Certification Program and the New Work Opportunities website. Both programs are offering masonry contractors a competitive edge in the ever growing green movement and a leg up in gaining more work opportunities with new material and installation ideas.

A report given by John Mason, BAC National Craft Director for TMT, outlined new installation guidelines that will be incorporated into the ANSI Standards. Grout joint size and lippage were defined so as to give contractors a fighting chance at providing at proper installation. Our own Chris Walker of Port Morris Tile & Marble is the Chairman of the ANSI Committee on tile installation. Thanks to TCAA and BAC efforts, reasonable language has been inserted.

While we all have been affected by the economy, I think everyone came away from our meetings with a renewed commitment to work together to advance our mutual interests.

John Trendell
Labor Committee Chair

Schedule of Events

FRIDAY, OCTOBER 1

1:00-6:00pm Pre-Convention Board Meeting

SATURDAY, OCTOBER 2

9:00am-4:00pm Golf Outing / Leisure Activities
Golf box lunches and beverages sponsored by Ullico

2:00pm-5:00pm Registration / Exhibitor Set-Up

5:00pm-7:00pm Welcome Reception
Sponsored by Ceramic Tile Promotion Fund of Greater NY & NJ

Dinner and Evening on Own

SUNDAY, OCTOBER 3

7:00am-8:00am Breakfast

8:00am-9:30am Succession Planning

9:45am-11:45am Contractor College: New Products & Technologies
Refreshments Sponsored by Noble Company

12:00pm-1:30pm Keynote Luncheon
Sponsored by Laticrete International

2:00pm-3:00pm Contractor Business Meeting

3:00pm-5:00pm Margarita Marketplace
Sponsored by Ceramic Tile Promotion Fund of Greater NY & NJ

7:00pm-10:00pm Dal-Tile Nite at Epcot
Sponsored by DalTile Corporation

MONDAY, OCTOBER 4

7:00am-12:15pm Learning Exchange

7:00am-8:00am Breakfast
Sponsored by Custom Building Products

8:00am-10:00am Warranties Roundtable

10:15am-12:15pm Green & Retrofit Architecture for TMT
Refreshments Sponsored by Schluter Systems

12:30pm-2:00 pm Project of the Year Awards Luncheon

2:00pm-3:30pm Labor Management Roundtable

3:30pm-4:30pm Supplier Council Meeting

6:00pm-9:00pm Closing Banquet
2010 Scholarship Recipients and
Trowel of Excellence Certifications
Sponsored by IMI and IUBAC

TUESDAY, OCTOBER 5

7:30am-8:30pm Post-Convention Board Meeting

8:30am-3:00pm IMI Sustainable Masonry Certification Program

Convention Giveaways sponsored by Crossville, Inc.

Convention Tote Bags sponsored by MAPEI Corporation

Sustainable Masonry Certification Program

IMI's Sustainable Masonry Certification Program makes masonry contractors a valuable part of LEED-certified projects. The course addresses subcontractor responsibilities, from estimating and project scope to project management and documentation. It covers the LEED credits every masonry contractor should know, plus green strategies such as site use and construction waste management. Certification requires successful passage of a LEED comprehension test.

SMCP participants report learning the importance of:

- ✦ Careful specification review and bid preparation
- ✦ Employee communication and accountability
- ✦ Proper materials
- ✦ Thorough documentation
- ✦ Site and waste management

This course is being offered at the TCAA Convention on Tuesday, October 5.

RESERVATIONS ARE REQUESTED FOR ATTENDANCE AT THIS SESSION!

Please mark the box at the bottom of the registration form to reserve your seat for this important and informative session.



KEYNOTE SPEAKER

KEN SIMONSON, CHIEF ECONOMIST, ASSOCIATED GENERAL CONTRACTORS OF AMERICA

Ken Simonson joined AGC on September 10, 2001. Ever since Day 2 he has provided insight into the economy and what it implies for construction and related industries. Ken's weekly one-page email newsletter for AGC, The Data DIGest, provides 12,000 readers with the latest economic news relevant to construction. He is interviewed and quoted almost daily by local and national media, including The Wall Street Journal, USA Today and CNBC. In addition, he contributes frequently to a variety of business and professional publications and conferences. Ken has 35 years of experience analyzing, advocating and communicating about economic and tax issues. He has a BA in economics from the University of Chicago and an MA in economics from Northwestern University.

SUCCESSION PLANNING

LEE AND TERRY RESNICK, RESNICK ASSOCIATES, INC.

Succession planning for your business can cause enormous frustration and anxiety, especially if family members are involved. Lee and Terry Resnick will show you how to keep the process sane and sensible with critical, up-to-date information on keeping the family business in the family; managing estate and other taxes; dealing effectively with inactive children in the family business; life insurance issues; and more. Planning ahead will save you money and lots of headaches. ***The Resnicks will offer complimentary 30-minute private consultations throughout convention.***

Convention

Convention Location

Buena Vista Palace Hotel & Spa

1900 Buena Vista Drive,
Lake Buena Vista, Florida 32830

Experience an Orlando resort getaway within this Downtown Disney hotel that ascends above the rest. Soaring 27 stories above the world's favorite destination, Buena Vista Palace Hotel & Spa in the **WALT DISNEY WORLD®** Resort raises the bar for exceptional quality and service in this sunny locale. Feel the magic the moment you arrive at our exclusive Walt Disney World hotel. Take a refreshing dip in one of three outdoor pools. Schedule a soothing treatment at our full-service Spa and Salon. Experience the thrill of world-famous Downtown Disney, with its vibrant shops, delicious restaurants, and exhilarating nightlife.

For reservations call 866-397-6516

Be sure to state that you are attending the TCAA convention to get the discounted convention rate and waived resort fees.

Room Rates

\$119 for a standard room

\$169 for a one-bedroom suite

***No resort fees for TCAA attendees!**

**Resort fee services include wired and wireless in-room high speed internet, unlimited self parking, Pool Ambassador amenities and services, daily Fitness Center membership, and complimentary transportation to Disney® Theme Parks and Downtown Disney® and Pleasure Island.*

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.

Function Sponsorships

Sunday Breakfast **\$ 3,000**

Project of the Year Luncheon **\$ 4,000**

Other Sponsorships

Notepads and Pens **\$ 1,500**

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 Carole Damon at: 816-868-9300

CONVENTION FUN!

TCAA Golf Outing

Saturday, Oct. 2

Enjoy the scenery and challenges offered at *Disney's Lake Buena Vista Golf Course*. Rated an impressive 4-stars by Golf Digest, the *Buena Vista Golf Course* has hosted numerous professional tournaments and events. You will be treated to meandering fairways that wind their way through pastel villas, pine forests, palmettos and sparkling lakes. You'll be challenged by elevated bunkered greens that put a premium on accurate approach shots and test your skills and fortitude at the demanding 7th hole with its inviting island green. Your play at *Disney's Lake Buena Vista Golf Course* is enhanced with the integration of the latest GPS technology into course golf carts. This state-of-the-art provision offers realistic images of course fairways, greens and hazards that add to the golf experience.

Golf fees include transportation, greens fees, cart and lunch. Club and shoe rentals are available. Proceeds from the Golf Outing go to support the TCAA Scholarship Fund.

Dal-Tile Nite at Epcot®

Sunday, October 3

Grab your flippers and join us for a memorable evening at this year's Dal-Tile Nite at *Epcot®*. We'll start with dinner and drinks "under the sea" in the Living Seas Salon where the walls are alive with motion and color. One of the most elegant and astounding venues on earth, the Living Seas Salon gives you a "fisheye" view of over 3,000 varieties of sea life gliding silently past large panoramic windows. If you look carefully, you might even spy SCUBA *Mickey Mouse* swimming by.

A short walk after dinner takes you to Rue de Paris where mouthwatering desserts await you on a private veranda overlooking the World Showcase Lagoon. Here, you'll have the best seat in the house for *Epcot's®* spectacular nighttime fireworks display, *IllumiNations: Reflections of Earth*.

Dal-Tile Nite at *Epcot®* is included with your convention registration (also included with the Child's Meal Registration). Be sure to reserve your seat when you complete the registration form. Then get ready for an evening that promises to be fun and memorable for young and old alike.

TCAA 2010 Convention Registration

ATTENDEE INFORMATION

Check if First Time Attendee

Name _____ Nickname for Badge _____

Company _____

Address (Street/City/State/Zip) _____

Phone: _____ Fax: _____ Email _____

Spouse (if registering) _____ Spouse Nickname for Badge _____

Special Needs (access or dietary) _____

For: Myself My Spouse Both

REGISTRATION FEES

Registration includes all sessions, meals and social functions except golf. **Contractor and Supplier registrations include one FREE Spouse registration.**

	<u>By July 17</u>	<u>After July 17</u>
Contractor	<input type="checkbox"/> \$595	<input type="checkbox"/> \$675
Supplier	<input type="checkbox"/> \$750	<input type="checkbox"/> \$830
Tabletop <i>(includes 1 full registration)</i>		
Each Add'l Supplier	<input type="checkbox"/> \$625	<input type="checkbox"/> \$705
Kid's Meal Registration <i>*For children 18 and under</i>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Golf Outing <i>Includes cart, fees, transportation and lunch at Walt Disney's Lake Buena Vista Golf Course</i>	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Golfer(s) Name _____		Handicap _____
Total Registration Fees	\$ _____	\$ _____

RESERVATIONS PLEASE

These events are included in your registration but reservations are requested.

I will attend Dal-Tile Nite at Epcot® _____
of people attending

I will attend the Sustainable Masonry Certification Program _____
of people attending

PAYMENT

Payment by Check

Payment by Credit Card

MasterCard Visa AmEx Discover

Card # _____

Exp. _____ Security # _____

Cardholder Name _____

Billing Address _____

SUBMIT YOUR REGISTRATION

For Payment by Check

Mail Registration form and check to

Tile Contractors' Association of America
10434 Indiana Ave.
Kansas City, MO 64137-1532

For Payment by Credit Card

Fax Registration form to (816) 767-0194

Questions? Contact Chris Pattavina
Call (816) 508-9900 or e-mail chrisp@tcaainc.org

Advertising Opportunities

The TCAA convention program offers you a terrific opportunity to send your message home with attendees. Show your support of TCAA by purchasing one of these high visibility ads today!

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 13, 2010

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)

<u>AD SIZE</u>	<u>BLACK/WHITE</u>	<u>COLOR</u>
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"/> \$ 595	<input type="checkbox"/> \$ 750
1/2 Page	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 500
1/4 Page	<input type="checkbox"/> \$ 375	<input type="checkbox"/> \$ 425

Company _____

Contact Name _____

Phone _____

E-mail _____

Amount of Ad Selected \$ _____

Payment by Check

Payment by Credit Card

Credit Card (circle one): MasterCard Visa AmEx Discover

Credit card # _____

Expiration date _____ Security # _____

(3-digit # on back of card)

Name as it appears on card _____

Billing Address _____

Signature _____



Tile Contractors' Association of America, Inc.
10434 Indiana Ave.
Kansas City, MO 64137

Convention Issue . . .

TCAA 2010 CONVENTION SPONSORS

GOLF BOX LUNCHEAS AND BEVERAGES

Ullico

WELCOME RECEPTION

Sponsored by Ceramic Tile Promotion Fund of Greater NY & NJ

CONTRACTOR COLLEGE REFRESHMENTS

Sponsored by Noble Company

KEYNOTE LUNCHEON

Sponsored by Laticrete International

MARGARITA MARKETPLACE

Sponsored by Ceramic Tile Promotion Fund of Greater NY & NJ

DAL-TILE NITE AT EPCOT

Sponsored by Daltilo Corporation

LEARNING EXCHANGE BREAKFAST

Sponsored by Custom Building Products

GREEN & RETROFIT ARCHITECTURE FOR TMT

Refreshments Sponsored by Schluter Systems

CLOSING BANQUET

Sponsored by International Masonry Institute and International Union of Bricklayers & Allied Craftworkers

CONVENTION GIVEAWAYS

Sponsored by Crossville, Inc.

TOTE BAGS

Sponsored by Mapei Corporation