

9300 CONTRACTOR

Founders of Tile Heritage Foundation To Be Honored

Taylor and Menzies Named 2003 Cesery Award Winners

TCAA will add two more luminaries to a constellation of tile industry leaders when it presents the 2003 Cesery Award to Joseph A. Taylor and Sheila A. Menzies of the Tile Heritage Foundation. Joe and Sheila will receive their awards during the Cesery Award Luncheon on October 21 at TCAA's 100th Anniversary Convention in Savannah, Georgia.

According to John J. Sekora, who submitted their nomination, "It is most fitting that in its centennial year, TCAA honors two individuals who have dedicated themselves wholeheartedly to preserving the history and culture of our great industry. I can't think of anyone more deserving than Joe and Sheila to join the exalted ranks of Cesery Award recipients."

Joe and Sheila co-founded Tile Heritage Foundation in 1987. Joe, a writer and educator, serves as current president of the Foundation and editor of its publications. A frequent writer and lecturer on tile history, Joe has focused much of his research on the evolution of tile manufacturing in California.

Joe has been a principal contributor to numerous publications, including *California Tile: The Golden Era 1910-1940*, which will be published by Schiffer this year. He began his love affair with ceramic tile in the 1970's when he worked at McIntyre Tile Company in Healdsburg, California.

Sheila serves as the Foundation's treasurer, the primary designer of THF publications and coordinator of its educational events. She is a craftswoman and mixed media artist with a background in stage-set design and theater costume design. Sheila has traveled extensively in the United States, Great Britain, Portugal and Italy documenting historic and contemporary tile installations.

The passion of Joe Taylor and Sheila Menzies is best expressed in Sheila's own words. "I want to preserve tile, view it and live with it. I want to encourage tile's continued usefulness as well as promote its beauty. I want to see ceramic surfaces respected as the legitimate art form they are, a collage of personal and group statements in color and form which shape and blend with our lives."

Plan to join us in Savannah as we honor Joe and Sheila for their dedication and accomplishments.

The Tile Heritage Foundation

A wealth of information, knowledge and history resides in Healdsburg, California. Here visitors find the Tile Heritage Foundation and its energetic, dedicated co-founders Joe Taylor and Sheila Menzies.

Besides being an educational organization, THF is a repository of tile's history and culture. The Foundation boasts open files on every domestic tile manufacturer, cities, states, and prominent individuals who have shaped the industry. It also has available a growing library of photographic slides and prints and an ever-expanding collection of books, pamphlets, catalogs and magazines directly related to the heritage of ceramic tile.

For more information on the Tile Heritage Foundation, call (707) 431-8453 or email to foundation@tileheritage.org.

From the President ...

Dear Fellow TCAA Members,

If it is actually spring where you are, congratulations. If defined solely by the weather, spring in Wisconsin is an “on again-off again” proposition. In our industry, spring is more accurately described as that period of our business cycle when we are poised to jump headlong into our backlog of work, and enjoy that wild ride we know as the construction industry high season, or summer.

This is the time when we use our collective skill and experience to manage the chaos, risk, and opportunity inherent in business. Often we have the knowledge, methods, equipment, and people to successfully handle the challenges. But sometimes we do not.

One of the luxuries of membership and involvement in TCAA is the ability to compare experiences with our peers in a non-threatening way. Our fellow contractors, the manufacturers, sales members, and the presenters at the annual convention are all available to consult with on some of the questions we encounter and to help solve some of the dilemmas we face. Generally speaking, if one of our fellow TCAA members hasn't dealt with a situation or problem before, it probably can't happen.

The meeting of the Board of Directors (and guests) in March is an example of cooperative achievement. While we have undertaken the strenuous process of strategic planning, and the requisite follow through, it is the collective expertise and experience of the participants that lends impact and effect to the strategic initiatives underway.

Our relationship with the IUBAC is one of the areas we are working hard on. Discussions regarding how we partner together to strengthen the market we serve and how this benefits the contractor members of TCAA are ongoing. They are doing some interesting things in connection with their own long range strategic planning. We will see tangible benefits from our joint efforts by the time we meet in Savannah.

TCAA's educational initiative is being developed with the cooperation and participation of several sources, not the least of which is the IMI. We feel strongly the need to provide education and training opportunities leading to certification, not just for our members' principals, but especially for their key employees. Each one of us relies on important people in our organizations to be experts at what they do. TCAA is developing programs to help, not only at our annual meetings, but at other times and places, too.

Our staff is working hard to network with all of the other organizations and associations in our industry. To date, many positive things are in progress. There are key future partners out there who can assist us in advancing our values and mission, and for whom our reciprocation is needed for the betterment of our industry.

Finally, we identified some ideas to better utilize the skill and commitment our sales members bring to our Association. These key members must be made part of our long range planning resources, and allowed to help us shape our future. John Turner, Sr. and I are working together on this priority.

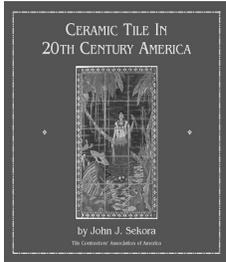
All in all, it's been a very busy term for your leadership team. Among the many reasons to come to Savannah in October is to hear and see the results of these efforts. We are very confident that you will be pleased with where we are going and how far we have come so far. Look for the registration brochure, review the programs, and sign up. We promise you will not go home empty handed.

Best regards,

Les Lippert

Second Generation TCAA President

“Ceramic Tile in 20th Century America ”



“The year was 1903 and tile was coming of age in America.” Thus begins *Ceramic Tile in 20th Century America*, a 264 page, oversized coffee table book featuring over 400 full color photographs and illustrations. The Tile Contractors’ Association of America (TCAA) is pleased to announce publication of this book as part of its 100th anniversary celebration.

This definitive book on the history of tile over the past century, was authored by John Sekora, a past president and currently Historian of TCAA. *Ceramic Tile in 20th Century America* tells the intriguing story of the synergy of the people of the ceramic tile industry over the last 100 years. This is their history, a heritage that needed to be recaptured – a history to be enjoyed. Tile and tile men and women come to life in the pages of this unique book. Chapter by chapter you will experience the mechanics, culture, and history of tile through this incomparable collection of classic photographs, essays, speeches, personal antidotes and original advertisements depicting a century of “the Keramic Tile Spirit.”

As this is a limited edition printing, the book will be sold only through advance orders with delivery in October, 2003 - just in time for the holidays. The cost of the book is \$58.00 which includes shipping and handling. All orders will be on a first-come, first-filled basis. To order “*Ceramic Tile in 20th Century America*”, complete and return the order form found in this newsletter or visit the TCAA website at www.tcaainc.org.

PROFILES OF THE PAST

EXCERPTS FROM TCAA’s ANNIVERSARY BOOK
“*Ceramic Tile in 20th Century America*”

Charles P. Brecher – TCAA’s 1st President

He was known as one of TCAA’s founding fathers – the captain of the ‘Old Guard.’ Charles P. Brecher was our association’s first president. It was under his leadership that the foundations and traditions of what would become one of America’s oldest and basic entities were set.

Our first annual convention was held in St. Louis, Missouri, in July of 1904. Charles P. Brecher of Louisville was elected as the first president of what would then be known as the Interstate Mantel and Tile Dealers’ Association (IMTDA) – a newly formed tile guild. Nearly 100 years later this trade organization would be known as the Tile Contractors’ Association of America (TCAA).

Ben P. Phillips of Nashville was elected as our first secretary, and W. J. Northcross as treasurer.

Just two years earlier, in 1902, Brecher had organized his own mantel and tile company known as the Brecher-Buck Company of Louisville, Kentucky. He would also eventually form another tile dealership - the Burdorf-Brecher Co.

Mr. Brecher maintained an active membership in our association up to and throughout the 1920s. At age 89, he still served as chairman of the board of another of his many entities - the Brecher Company, a lighting-equipment firm, and the Columbia Manufacturing Company, a table-making firm, both in Louisville. He remained active in the business community up until his death on January 11, 1962.

Although much of the early history of both Charles P. Brecher and the organization he lead has been lost, there is evidence that the association grew rapidly. By the time the 8th Annual Convention was held in 1911, the Hotel Astor in New York City was needed to accommodate the large numbers of members in attendance.



*Charles P. Brecher
TCAA’s first president*

The Supply Side

TM Supply Company's Fourth Annual Fabricator Demo Days

Terrazzo & Marble Supply Companies presented their Fourth Annual Fabricator Demo Days on Friday, May 16th. This event offered fabricators and contractors the opportunity to sample stone and tile tools, machinery and accessories from over ten different vendors. The day included new product demonstrations, information sessions with tools and accessories vendors, and a silent slab auction.

If you would like more information regarding this or future events, please contact TM Supply Companies at 847.353.8000 or visit their web site at: www.tmsupply.com.

Share the Benefits

Do you know a contractor or supplier who could benefit from TCAA membership? If so, forward contact information for your prospective member to our staff. They'll follow up with your referral to "seal the deal".

Bostik Findley Announces "Ease-of-Application" Warranty

The Bostik Findley Flooring Group announced an industry first this year. An Ease-of-Application Warranty covering workability of Bostik Hardwood Products "EZ Transition™ single-component urethane finish, ESP™ (Extreme Surface Protection) two-component finish and STEP-One-Sealer™.

"We have the utmost confidence in the workability and durability of our wood flooring finishes and sealers—so much so that we stand in a class of our own for our willingness to "put our money where our mouth is," according to Robert McNamara, Marketing Manager of the Bostik Findley Flooring Group. "In the unlikely event that any of these products does not apply as designed, we will reimburse the cost of sanding and refinishing the floor in accordance with our Ease-of-Application Warranty."

For more information on Bostik's products please call (800) 726-7845 or visit their website at www.bostikfindley-us.com.

2003 Annual Convention News

Join us as we celebrate TCAA's 100th anniversary in Savannah, Georgia at the beautiful Westin Savannah Harbor Resort October 18-22.

Plans are being finalized for the 2003 TCAA Convention and 100th Anniversary Celebration. Registration forms and program information will be in your mail box later this month so look for it and mark your calendar now to join us

This convention will be very special because of the of the milestone it celebrates. So, if you only attend one TCAA convention in your career, this should be it.

What better way to celebrate this milestone than by bringing your family to this year's convention?



Project of the Year Gets Redesign

As part of its strategic planning process, TCAA is redesigning the Project of the Year competition. The new, improved award criteria and guidelines for 2004 will be announced this fall. To give our dedicated committee members (led by Steve Williams and Al Grazzini) time to create the best possible Project of the Year competition, we will take a break from competition in 2003.



Attention First Timers!

If the upcoming 100th Anniversary Convention in Savannah marks your first time attending a TCAA convention, we want to help you get the most from your experience. When you register, be sure to mark the box for first-time attendees. You'll get a personal welcome from a "veteran" TCAA convention-goer plus some very nice perks to make your first convention a memorable one.

Attention TCAA Veterans!

Want to be part of welcoming first-time attendees to this year's convention? Volunteers are needed to offer new convention-goers a personal welcome and share any tips you've learned from past conventions. If you are interested in helping to make a first-time attendee's experience special, call Carole Damon at (816) 868-9300 or email the TCAA staff at info@tcaainc.org.

Savannah Sites

The final touches are being put on tour plans for the annual meeting. Don't miss out on seeing the sites!

Visit the Historic District, the Victorian District as well as a beautifully restored old mansion. See a plantation and tour the beaches of this beautiful city.

The tours will be held in the afternoon on Sunday and Monday with an extensive all-day tour on Wednesday. Complete information on these tours will be available later this month.

Need Additional Newsletters?

If you would like to receive additional copies of 9300 Contractor for your company, call the TCAA offices at (800) 655-8453. We'll add your extra company representatives to our mailing list.

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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Email: info@tcaainc.org
Website: www.tcaainc.org*

TCAA 2003 CONVENTION PRELIMINARY PROGRAM
Westin Savannah Harbor Resort and Spa
October 18-22

Saturday October 18

12:00 pm-4:00 pm Board Meeting
 6:00 pm-8:00 pm President's Reception

Sunday October 19

8:00 am-5:00 pm Registration
 8:00 am-3:00 pm Exhibitor Set-up
 11:00 am-4:00 pm Local Tours
 6:30 pm-7:30 pm Reception in Exhibit Hall
 7:30 pm-10:00 pm Dinner Dance
Scholarship Awards/Recognition of Past Presidents

Monday October 20

7:30 am-5:00 pm Registration
 7:30 am-9:00 am Breakfast in Exhibit Hall
 9:00 am-11:00 am Technical Panel
 12:00 pm-5:00 pm Local Tours
 1:00 pm-6:00 pm Golf Tournament
The Club at Westin Savannah Resort
 7:00 pm-10:00 pm Dal Tile Nite

Tuesday October 21

7:30 am-9:00 am Breakfast in Exhibit Hall
 9:00 am-11:30 am Contractors Annual Meeting
 11:30 am-1:15 pm Cesery Luncheon
 1:30 pm-2:45 pm Strategic Plan Presentation
 2:45 pm-3:30 pm Theme Break in Exhibit Hall
 3:30 pm-4:45 pm Successful Succession Planning (*Leon and Terrence Resnick, Resnick and Associates*)
 Free Night

Wednesday October 22

7:30 am-9:00 am Breakfast in Exhibit Hall
 7:30 am-9:00 am Board Meeting
 9:00 am-4:20 pm IMI Contractor College
 9:00 am-5:00 pm Local Tours
 7:00 pm-9:00 pm Closing Reception

Welcome to Our New Members

TCAA welcomes the following new members to our tile family:

Everest Tile
 Scott Konkol
 407 Pilot Court
 Waukesha, WI 53188
 Phone: (414) 251-6926

Dickow & Cyzak Tile Co.
 Chet Dickow
 6403 75th Street
 Kenosha, WI 53142
 Phone: (414) 694-9777

Heuler Tile Co.
 Jim Heuler
 N16 W23250 Stone Ridge Dr.
 Waukesha, WI 53188

Hetzel Tile & Marble Inc.
 Jim Hetzel
 5815 Lovers Lane Road
 Milwaukee, WI 53225

Spectra Contract Flooring
 Jeff Durant
 151 Cheshire Lane, Ste. 500
 Plymouth, MN 55441
 Phone: (763) 475-5244

Harrison Tile Co.
 Ron Santrach
 75 W. Viking Dr., Ste. 102
 Little Canada, MN 55117
 Phone: (651) 765-1388

Land of Lakes Tile Co.
 Gregory Mundahl
 11800 62nd St., NE
 Albertville, MN 55301
 Phone: (763) 497-7333

Stark Mantel & Tile Co.
 Bob Stark
 2200 South Calhoun Road
 New Berlin, WI 53151

Palmer, Soderberg & Co.
 Don Soderberg
 P.O. Box 7101
 Rochester, MN 55903
 Phone: (507) 288-4213