



## **May 2014 Tile & Stone Zone**

### **PRESIDENT'S MESSAGE**

#### **IT IS A BALANCING ACT**

As owners, managers, technicians and administrators of our companies, satisfying the needs of everyone, including our clients, is definitely a balancing act.

There are financial operations to consider, bidding processes and addendums, leadership and management both in the office, the shop and the field, and of course customer service. This is just to name a few topics. The list continues and gets more complex as organizations grow.

The Ceramic Tile and Stone Association is seeing growth in the industry. The Association is also seeing changes in our industry that will affect the operational considerations mentioned above.

At our dinner meetings, we touch on some of the issues that do impact our everyday business. We sometimes resolve things, but at least bring important information to you to process and incorporate into your business mix.

The Association also has resources within national authorities for more in-depth analysis, testing, education and sales literature. Essentially the Ceramic Tile and Stone Association also balances its time to better serve you (our client) as you do your client.

Our dinner meetings are very informative. Our educational programs from the past have dealt with extremely valid subject matter in our industry. The reach of our organization outside Arizona is impressive and has come in handy several times. Additionally we also balance in some very fun social events.

Going to other industry events, I have noticed that it is generally for networking and social time. I see very little balance between social and education programs. The CTSA truly wants to help its members be better companies. It is part of our mission statement to help better the industry. One way is to provide a balance of programs to our industry so we all benefit and grow together.

Thank you for being a member, or soon to be a member or referring a new prospective member. We need you to keep our balance or even tilt the scale in our direction.

See you at the next dinner meeting and event.

Joe Fortuna  
President



From the desk of Ralph Williamson, CTC  
Executive Director

You can be proud that you are a member of the Ceramic Tile and Stone Association and need to promote it with your clients. In today's world a well-informed consumer looks for and contacts experts in their field to expect quality work and belonging to an association and trade group they will look at their members first.

During the downturn of the construction economic cycle, subcontracting firms rapidly scaled down operations. They reduced staff, equipment and other expenditures in order to survive. While it's easy for the construction industry to get excited about the economic recovery, subcontractors should know that the failure rate of construction firms is three times worse during recovery than during downturn.

As the construction industry emerges from the economic downturn, construction subcontractors may not have the human and financial resources to ramp up their operations. The Ceramic Tile and Stone Association is willing to help you in many ways but we need your input, let us know what training seminars you need; about product knowledge we can help you with for special promotions on our web page; send us your projects for the web page and Facebook; get advice from our investment councilor Jeff Young or our legal councilor Ivan Kolesik.

Make sure you visit the Arizona Registrar of Contractors Web Page there are a lot of changes that will take effect on July 1, 2014. If you have any questions please contact me.

The CTSA holds monthly committee meetings, monthly dinner meetings and seminars in Phoenix. Check out our online calendar of programs and events.

Plan to attend one of our events because one of the best benefits is networking with your fellow member.

If you do not have a CTSA logo for your stationary please contact our office.

Our member, Arizona based tile design and installation company, Alpentile, was featured in larger-than-life scale at Coverings 2014 in Las Vegas last month. **Alpentile is to be congratulated by all for their accomplishments last year.**

Owners and artisans Luke and Amy Denny won the **2013 Coverings Installation and Design Awards Grand Prize for their stunning glass tile pool installation.** Coverings show management selected their imagery to illustrate excellence in tile design, installation, and craftsmanship.



Luke and Amy infuse their passion for glass mosaics into each individual project, producing the finest examples of glass tile pools, spas, water features, and interiors. Their work communicates patience, quality and skill through the materials they use, and the hours of work they invest into each installation. Known for their meticulous workmanship and their respect for traditional mosaic methods, their glass tile pools and spas obscure the distinction between art and utility.

Located in Phoenix, Alpentile provides design and installation services to their clients throughout the United States. They believe their legacy will be realized through excellence in craftsmanship, by providing education and training, and by forging collaborative relationships with like-minded artisans, craftsmen, and thought-leaders. For tile design, installation, consultation, and education inquiries please contact [amy@alpentile.com](mailto:amy@alpentile.com).

