

## Basilique Sainte-Anne de Beaupré

### Polycor's San Sebastian used for the largest cathedral in North America

by Sophie Bélanger, Polycor

**P**olycor Granite Bussiere Inc., a subsidiary of Polycor Inc., headquartered in Quebec City, Canada, and their remarkable San Sebastian quarry, has long been lauded as one of the finest in the world of stone. Renowned for its sheer size and efficiency, Polycor added this stone-producing jewel to their unique synergy of subsidiaries in 1992, by reopening a long-time abandoned quarry that was first opened in 1854.

In fact, the San Sebastian quarries, following a period of over 100 years of glamour were closed after World War II; until Polycor's grand reopening in 1992 that brought back San Sebastian as a stone source for the thriving industry in the province of Quebec.

Polycor's beautiful San Sebastian stone can be prominently found throughout the North American continent, but perhaps the most glorious example of all still stands just 18 miles east of Quebec City. The Ste-Anne-de-Beaupre Basilica, the largest basilica in North America, has a wondrous exterior made entirely of Polycor's uniquely gray San Sebastian granite. A remarkable 1.8-million pilgrims a year visit the basilica to share in the faith of this



magnificent structure, and find refuge in its eight majestic chapels, one of which is intricately crafted with Missisquoi marble, and yet another in Caledonia granite, both Polycor products.

The history of this holy shrine dates back over 350 years and is as rich and pure as the Polycor stone that covers it. To fully understand the importance of the basilica and its strong connection to the people of Quebec, one must first understand the perilous journey of a wayward maritime crew, and the commitment and dedication of a stone mason, the founder of a three generation stone family business: Granite Bussieres.

In 1652, three sailors traveling the St. Lawrence River shipwrecked just off the coast of Cap Tourmente, a stormy passage east of Quebec City. Stranded with no help in sight, they spent the next 24 hours on top of their capsized vessel. Sometime in the night, the three made a pact: if they were fortunate enough to survive this arduous ordeal, they would erect a chapel right on the very sight.

Perhaps it was God's will, but the sailors survived, and they kept their promise. By 1663 a modest

*continued on page 9 >*





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Submitted by Sophie Bélanger, Polycor

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## FROM THE EDITOR'S DESK

# Where Have Our Values Gone?

by Francis Heck, President & Publisher

It is springtime again. Birds are singing, flowers are blooming and the harsh winter is already a distant memory. Graduation time is upon us. Last month my wife and I attended the 50th anniversary of my graduating class. We met at a lodge in the foothills of the Great Smoky Mountains. Some of our Class of '57 had moved to various corners of the country, and many returned for this occasion. There were about 300 classmates that graduated in June of 1957... and many of those have passed on.

It was obvious how very fortunate we all felt just to have grown up together. There was nothing so very special about that; except we were all in school at the same time struggling to find our place in society. To sit with this crowd of grown children now approaching 70 years of age, it was interesting to note the role religion now played in everyone's life; and the heartfelt pleasure expressed by everyone for the opportunity to see each other once again. We talked about the old neighborhood where doors were left unlocked, keys were left in cars, and parents didn't worry if we walked alone a few blocks to visit a friend. We all knew when anyone's parent spoke it carried the full force and authority of our own. Oh, we certainly were not perfect, but we sure were careful. If we were injured at the neighbors' house no one gave a thought to bringing a lawsuit or accusing someone of neglect.

Certainly we all had our feelings of inadequacy, but most certainly, we all had

a dream. Now we truly appreciate the times when not everyone had a television, and we played outside, and we mowed lawns, and delivered papers, and worked at the local grocery store. It was a time when we may have had less... and maybe less was actually more.

All these relationships have worked together to make us what we are. We grew up respecting our community, our church, our friends, and especially our family. It all worked to give us a sense of values; a sense of working together and telling the truth, a sense of fairness.

As optimistic as I can be, I can't help but think that parents today will have a tougher time raising their children, and children will have a more difficult time building relationships. Today we have managed to build a world where there is less trust, less privacy, and less respect for others. Today's up-to-the-minute news reveals corruption of corporate leaders, politicians, perverted behavior of neighbors, and theft of our very identities. Today's children will be tempted in new and extraordinary ways. Jails will remain crowded because of an addicted society. Today's children will be photographed at intersections, check-out lines, and ATM machines. They will have to become accustomed to being searched to enter sporting events, boarding an airplane, or entering a courtroom. As I realize these things, I can only wish we could have brought you to a better place; a place like we enjoyed in our youth.



*Francis Heck*



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# Coverings 2007 Chicago Attendance Leaps To Nearly 37,000

Registered attendance jumped to nearly 37,000 for the four-day Coverings 2007 tile and stone exposition and conference at McCormick Place Convention Center, representing an increase of 8 percent over last year. The sharpest spike in attendance numbers was among architects and designers, which was up a dramatic 87 percent. What's more, with almost half—49 percent—of all guests acknowledging they were first time Coverings attendees, plus an interesting shift in regional patterns that pulled in more show goers than ever before from the East North Central, Mountain and Pacific West states, there was clear evidence that Coverings exceeded its goals to expand to new audiences whose interests are in tile and stone.

"Coverings attendance has been steadily on the rise over the past four years, growing 30.3 percent in this period," reported Tamara Christian, CEO of National Trade Productions, which manages the show. "Tile and stone are emerging as fashion statements in design. And, though housing has slowed, home improvement hasn't, and consumers are clamoring for the types of style and individuality that these materials can create. The demand is there."

Certainly, other of Coverings' attendance figures confirm this, as well. Retailer attendance was up 17 percent. Contractor attendance was up 22 percent. Stone distributor attendance was up nearly 8 percent.

Attendance was up 48 percent from the East North Central region; up 28 percent from the Pacific West; 22 percent, Mountain.

## **Buzz-builders And More...**

The tremendous success of Coverings 2007 was the outcome of strategic planning that began even before the 2006 show had wrapped up. The support and sponsorship from all of the key professional associations was almost immediately engaged from the outset, and they actively promoted the show to their members. Some groups even staged board meetings onsite at Coverings as a value-added benefit to their members.

Of course, the caliber of conferences and seminar sessions orchestrated by Coverings has always scored high with all segments of the industry, and this year's lineup was as stellar as ever, with several of the headliners addressing standing-room-only audiences. The keynote address delivered by Bernard M. Markstein, III, director of forecasting and assistant staff vice president, National Association of Home Builders, sounded cautionary about the housing slowdown, but held out a small bit of optimism for the tile industry because of the flurry of home improvement in kitchen and bath. There was a rush to see and hear acclaimed architect Richard Meier as he took the audience through a tour of his various landmark projects. And, trends forecaster Maxine Lauer packed them in, as she shed light on what is driving some of the styles that were visible on the aisles and what may be coming in '08 and beyond.

Then there were a number of savvy regional distributors, including Miles Distributing, of South Bend, IN, and United Flooring

Distributors, Rockville, IL, who not only encouraged their clients to make the trek, but organized bus caravans to get them there and make it a full-day experience. These two groups swelled the attendance figures alone by almost 1,000.

Mayor Richard M. Daley personally presided over the opening day ceremony, along with the Chicago Convention & Tourism Bureau and other local agencies pulling out all the stops to make sure attendees felt welcome and their business appreciated. In fact, Coverings business most definitely was appreciated, representing approximately \$46 million in revenues for the City of Chicago.

The final verdict, though, on whether Coverings delivered on its promise and can be termed a success, rests with the attendees.

"We've been coming to Coverings for the past 10 years," said Tom Evans, owner of Zebra Tile, a retailer based in York, PA. "Most of the distributors we work with have booths at this show, so we see them and pick out our new selections for the year. For me, attending Coverings changed my business. Coming here keeps you in touch with the industry. If you stay home, that's all the knowledge you're ever going to get."

Michelle Engleman and Erin Blakely, of 21st Century Tile are interior design partners and also wholesale distributors in Butler, WI. This was their first Coverings, and they both agreed they would now consider going to Orlando. They attended a LEED conference session, which they raved about. Said

Engleman, "Learning about LEED and then finding an exhibitor who sells tiles that met all the criteria was very exciting. Coming here we learned what's new, what's out there, what we're missing from our showroom."

Many echoed the feelings of Bert Thomas, owner of Straightline Floor Coverings, Fishers, IN, also a freshman attendee. Even though his contractor business is only three hours away from Chicago, he was so impressed with what he saw at the show, he's already considering going to Orlando next year. "Now that we've been here once," he commented, "we would definitely think about going to Orlando."

Next year in Orlando, Coverings is scheduled for April 29 to May 2 at the Orange County Convention Center.

## **About Coverings...**

Coverings, the premier international trade fair and expo dedicated exclusively to showcasing the newest in ceramic tile and natural stone, has grown to be the largest and most important show of its kind in the U.S. Coverings features 1,200 exhibitors from more than 50 countries and attracts more than 33,000 distributors, retailers, fabricators, contractors and specifiers, architectural and design professionals, builders and real estate developers, plus the press and journalists who cover this vital and growing industry. Coverings is the stage for introducing some of the most innovative products in the world related to tile and stone. The exposition also serves as a valuable resource for continuing education for all categories of attendees, with informative, accredited seminars and live demonstration sessions conducted throughout the 4 days.

For more information on attending or exhibiting at Coverings, please visit [www.coverings.com](http://www.coverings.com) or contact NTP at 703.683.8500.

## Coverings Announces Best In Show Award Winners

With great fanfare and glossy ribbons, Coverings 2007 announced this year's winners of the annual much-coveted awards for the show's best booths. Antolini Luigi & C. SpA (Booth 8312) took top honors, receiving the grand prize for a remarkable display of its large-scale panels of rare marbles, granites, and semi-precious stones. The other celebrated contenders included Inalco (Booth 5121), Appomattox Tile Art (Booth 4315), Bisazza (Booth 2200), Ceramica Portinari (Booth 644), Florim Ceramiche SpA (634), and Ceramiche Refin SpA (Booth 418).

### **Grand Prize**

Antolini Luigi & C. SpA (Booth 8312) knows that the best way to show off its numerous calciferous jewels is with a sense of mystery and a box in basic black. Hence the design of the display: black walls frame fantastic slabs of semi-precious and rare stones and extraordinary composites of selected specimen cuts. Materials range from Jamaican Jasper to fiber-optic quartz to amethyst. Oversized eggs of the various quartzes and other stones were set in a continuous niche around the booth's exterior perimeter.



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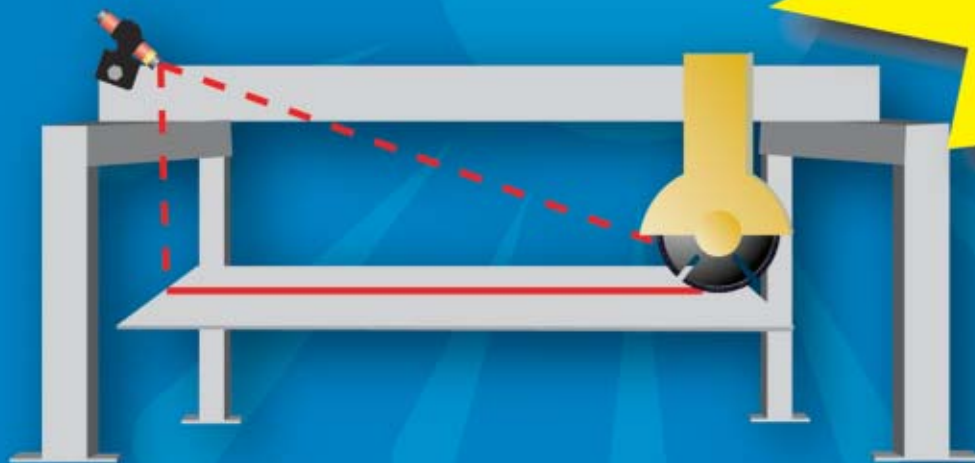


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# Follow Up or Fall Down

by Aaron J. Crowley

Owner of FabricatorFriend.com and  
Crowley's Granite Concepts, Inc.

There are two kinds of cooks in this world: those who follow the recipe and those who don't. Those that use the proper ingredients in proper proportion, serve their guests with confidence, knowing their dish will taste superb. Those that substitute or eliminate an ingredient have no such peace as they pass the plate, ever wondering if the guests will notice.

In stone fabrication, there are two kinds of sales systems: those that follow-up with customers after an estimate is submitted and those that don't.

Following up and re-connecting with customers after they have been provided information and an estimate, is as necessary to growing sales as yeast is to baking bread. If the follow up ingredient is present, like the bread, sales will rise.

For the stone company struggling to re-connect with potential customers in a timely fashion after the initial quote is generated, the following recipe is a simple yet incredibly effective way of making sure it happens.

## The ingredients are as follows:

- 1- "bid packet cover sheet" created in excel (pictured),
- 1- three ring "bid" binder with ten tabbed dividers labeled Monday through Friday twice,
- 1- short follow up script
- 1- responsible person assigned to execute the plan.

The system works on a daily and weekly basis like this: Every day, estimates are produced and compiled and every week they are followed up on.

On Monday for example, compile the estimates that were produced and sent to customers and staple a "bid packet cover sheet" to

the bundle. Next enter the name and phone number of each customer contained in the bundle of estimates on the cover sheet. Lastly, date the bundle, three ring punch it, and place it in the "bid" binder under the first tab labeled for the day the estimates were produced. In this case it would be Monday, and would go under the first "Monday" tab in the binder.

This is repeated every day, so at the end of the first week, there would be a "bid" packet under each of the first five tabs labeled Monday through Friday.

At the beginning of the second week, the following Monday, the "bid" packet produced the previous Monday is pulled out, and every customer in the packet is called by the person assigned the task.

The script for the follow up call need not be elaborate. It could be as brief as, "Hello Mrs. Jones, this is Joe Smith, and I was following

up to make sure you received the estimate for your granite counter project and wanted to make sure we answered any questions you might have."

Notes from the customer are written on the estimate, then the packet is put into the second "Monday" tab in the binder for the second follow up call the following week.

Once the quotes in the bid packet are followed up on a second time, the packet is removed from the binder and filed away, making room for the next packet, so there are never more than two bundles under any daily tab in the binder.

No sales system will ever guarantee that a stone shop will sell 100% of the jobs they quote. But the one containing follow up as an essential ingredient, will increase the quantity and quality of the food on the table, regardless of who's cooking in the kitchen.



Aaron J. Crowley is the owner of FabricatorsFriend.com, an online store for granite fabrication gear and Crowley's Granite Concepts, Inc. He is an entrepreneur and operator of a successful granite fabrication shop. He can be reached at [aaroncgc@verizon.net](mailto:aaroncgc@verizon.net). Visit his websites: [www.FabricatorsFriend.com](http://www.FabricatorsFriend.com) and [www.Crowleysgranite.com](http://www.Crowleysgranite.com).

CONTRACTOR/JOB NAME	PHONE #	FAX DATE	S/F	FOLLOW UP	SOLD?
BAILY, KURT	554 5449	4/11	79		
MEYERS	652-1268	4/11	64		
DALTON, BARRY	691-9591	4/11	73		
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# Basilique Sainte-Anne de Beaulieu

*continued from page 1 >*

chapel was completed on the site of a small shrine that had been dedicated to Saint Anne, mother of the Virgin Mary, and as such, the grandmother of God. For the next 200 years, the chapel, which was enlarged several times, was honored by passing sailors with a mighty blast of the cannon.

But during this time, the sounds of war reverberated through Quebec louder than any passing sailor. Quebec City, perched high upon Cap Diamant, a large outcropping at the edge of the river, whose topography encouraged its defensive use, represented a pivotal strategic location for controlling commerce on the Saint Lawrence Seaway, which begins in Ontario and runs 1,900-miles east to the Atlantic Ocean.

The struggle for this lucrative control between the English, French and Americans brought devastation and fire to the shores of Quebec, while the church of Ste-Anne-de-Beaulieu survived through the turmoil. It was during times of peace, in 1922, that the basilica was completely destroyed by fire and rebuilt immediately. In 1923, Amede Bussiere and his son Ronald, well-known granite fabricators, were summoned by the parish priest to supply the stone for building the exterior walls of a new basilica.

The Bussiere family, joined years later by Ronald's son Marc, ultimately obtained the bid to provide all the granite and fabrication for this enormous project in October of 1923. With the architects plan in hand, the Bussieres set about the task of quarrying the granite and delivering it to the site to begin piece-by-piece fabrication.

"My family came to Saint Sebastian in 1911," said Marc Bussiere, "and we still play an important role in the construction industry today. I'm proud of my grandfather, my father, my brother and everybody else who played a role in the success of this incredible project."

Building the original chapel took 11 years to complete, and the basilica was officially inaugurated by His Eminence Cardinal Rodrigue Villeneuve on July 26, 1934.



The Basilica of Sainte-Anne-de-Beaulieu was finally finished, in all of its intricate detail, in May of 1977. Following an old tradition in church design, the general floor plan of the basilica is in the shape of a Latin cross, with the transepts acting as the arms. The church is best described as "neo-Romanesque," meaning that it was built with modern construction techniques, but decorated in the traditional manner of Roman cathedrals.

The basilica is one of the most beautiful and awe-inspiring symbols of faith ever created. Two magnificent steeples wrapped in San Sebastian granite pierce the Quebec sky and rise inherently towards the heavens, serving as a symbol of the strength and faith of the Blessed Mother herself. Finely crafted arches and stained-glass windows chronicle years of love and respect bestowed on the basilica by all whose hands have labored for its elegance.



Inside, the gentle touch and care taken in the creation of this architectural masterpiece is rewarded with a sonorous delight perhaps not found anywhere in the world. To this very day, architects from around the world, including representatives of



Carnegie Hall, come to marvel at the perfect acoustics of this holy shrine.

"(The Basilica) is so impressive," said Polycor's Jean-Nil Bouchard, a quarry specialist, "especially the sound. You can speak normally from the main altar and still be heard perfectly all the way across the chapel."

Over a million pilgrims a year come to the basilica to step away from the ordinary practice of a believer, finding an abundant effusion of faith in collective worship. Countless testimonials exist as to the miraculous healing powers present in the faith-heavy air at the basilica, and hundreds of discarded crutches and other miracle relics have been left behind by pilgrims to serve as a visual aid for all who enter.

Award-winning Canadian director, Bernard Emon, who once described himself as "the most convinced atheist you can find on earth," told of how shivers ran up and down his spine when he saw all the crutches and miracle relics hanging in the entrance. Emon's latest creation, *La Neuvaine* (Novena), was filmed on location at the basilica, and critics have described the movie as "lighted by God's divine spirit."

"I have seen so many (testimonials). I can't imagine one more powerful than the other," said a priest at the basilica, preferring to speak in anonymity. "These scenes have been my every day for 30 years."

The basilica is located on the Beaulieu Coast, a lush agricultural sector east of Quebec City. The

*continued on page 14 >*



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# Chicago Area Coverings Veteran Wins Big In Giveaway Drawing

**K**eith E. Hinshaw, a stone contractor who this month attended Coverings for the fourth consecutive year, said he “felt like he won the lottery” when he was randomly selected to receive this year’s grand prize giveaway at the four-day tile and stone expo: a brand-new, 2007 Harley-Davidson Fat Boy motorcycle, valued at \$17,000. The raffle was sponsored by the National Tile Contractors Association (NTCA) and Alibaba.com, the world’s largest B2B marketplace for global trade, both of whom were exhibitors at this year’s show. The NTCA is also a Coverings sponsor.

“I was so surprised. I’ve never won anything in my life!” said Hinshaw, owner of Insignia Stone in Lenox Hills, IL. “I’m a motorcycle enthusiast and I already own two Harleys—this new bike is a great addition to my collection. I can’t

wait to take a ride on it!”

Hinshaw was excited to attend Coverings again this year—and was especially happy to see it return to Chicago after a 15-year absence. “I was thrilled that the show was right in my own backyard this time around,” he said. “Coverings is a terrific show unlike any other. The networking opportunities that Coverings offers can’t be beat—from the show floor to the free educational sessions to the after-hours events. Attending the show is indispensable to my business. This year in particular, I gained many contacts that will benefit my company tremendously. I’m looking forward to attending again next year in Orlando.”

According to Coverings show management, the motorcycle drawing attracted approximately 10,000 entries.

In 2008, Coverings is set for



April 29 to May 2, and returns to Orlando and the Orange County Convention Center. For more information on attending or

exhibiting at Coverings, please visit [www.coverings.com](http://www.coverings.com) or contact NTP, Coverings Show Management, at 703.683.8500.

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# Ethics In Journalism

by Christine Tatum

Christine Tatum is national president of the Society of Professional Journalists, the nation's largest journalism advocacy organization, and an assistant business editor at The Denver Post.

In the public's eyes, just about the only folks struggling with believability issues more than the Bush administration are journalists.

And journalists largely have themselves to thank for that.

This week, newsrooms nationwide are observing Ethics in Journalism Week, and they have a sorry state of affairs to consider.

Since the mid-1980s, Americans have been increasingly skeptical of the information they receive from the news media, and no major news outlet has escaped the trend, according to The Pew Research Center for the People and the Press.

Last year, only 19 percent of people surveyed by the Project for Excellence in Journalism said they believed "all or most" of what they read in their daily newspaper, a drop of 10 points in eight years. Another 40 percent believed only "a good deal" of what they read in the paper.

The loss of public trust should come as no surprise. Journalists have

been caught making up stories (Jayson Blair, formerly of The New York Times, and others); rushing stories into the public domain ("Al Gore is our next president. No, make that George Bush. No, make that ..."); accepting payment from the government in exchange for news coverage (three journalists formerly at El Nuevo Herald in Miami, and others); plagiarizing (too many culprits to name here); and juicing their stories with loaded language and sensational imagery (again, we don't have enough space to start naming names).

Business agendas are also getting in the way of good journalism. What else would explain an ABC reporter's "story" about a medical procedure that just happened to play a starring role in the episode of Grey's Anatomy that aired right before the newscast? What happens to local news coverage when hundreds of reporting positions are cut to satisfy investors' expectations, or one corporation owns hundreds of news outlets?

Good journalism is at the heart of our democracy. Like it or not, a free press – warts and all – is what creates an informed citizenry that can hold business, government and the institutions that affect our lives accountable. This nation is great because it has a free – albeit noisy and messy – news media.

The easy thing for a cynical public to do is watch passively as journalism reels from its self-inflicted wounds, or bash the news media until they deliver nothing of substance or value.

The media most certainly need to win back the public trust they've lost. That trust starts with a commitment to ethical news production, which is, above all, accurate, fair and independent of special interests. Many news organizations, (INCLUDING YOUR NEWS ORG IF APPROPRIATE), publicize their ethics policies online. The Society of Professional Journalists' code is widely considered the gold standard of the industry and can be found at [spj.org](http://spj.org).



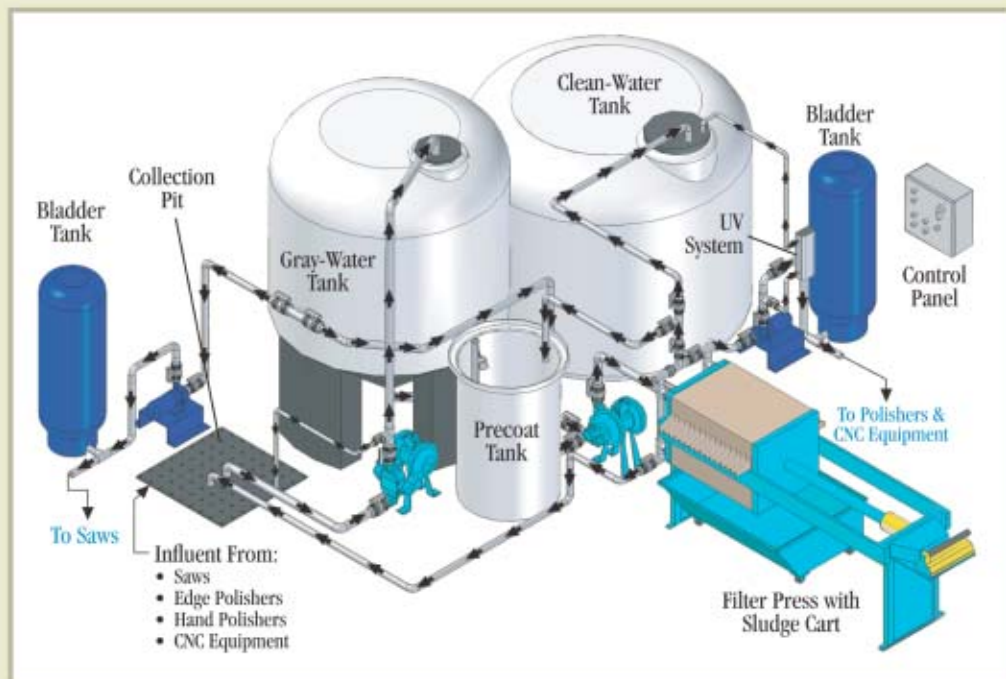
SPJ members routinely debate journalism ethics online and encourage the general public to join their conversations.

Rather than tune out, readers, listeners and viewers should hold news organizations and the companies that own them accountable for their news coverage and the business decisions that undermine responsible journalism. Write letters, send e-mail, make phone calls or blog. We'll all be better for it.



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# Forget About What You Sell... Think About How

by Linda Steele

**I**s there any chance at all that you can out market, out price, out sell your competition? Or can you position your company in such a way that you are a viable, competitive company in your market?

If you view your product as a commodity, then be afraid, be very afraid, because big companies will out-market, out-price and out-sell you. But if you view your product as a concept, as a luxury, you can maintain and grow your customer base through any and all competition.

Back when big box stores put local hardware stores out of business, we were asked many times if we were afraid of the big orange box. The answer was a resounding no, because they sell commodities and we sell luxury, high end home improvement products. They try to sell luxury, high end home improvement products, but that is generally not the type of selling that works in that environment.

How you sell, not what you sell. That is the new paradigm in luxury retail marketing according to Luxury Marketing expert, Pam Danziger. There are even business schools that specialize in training MBAs in luxury retailing. Examples of HOW, NOT WHAT are Starbucks, BMW, Subzero and Wolf. These are companies that have taken standard products and given them a certain luxury quotient, a mystique. How? It seems like maybe by charging more than other brands, but it's not as simple as that. First they create the buzz, the interest, the intrigue and then they can charge more, because the customers they have targeted will pay more to have that item.

How can you apply that to selling natural stone? Create exclusivity, maybe by showing exotic stone, creating an outstanding showroom, offering details that others cannot, offering design service, other products, anything that will set you apart. Selling luxury, a

concept, exactly as Wolf and Subzero do. After all, there are many other appliances that will do the same job, but, to some, it is just not the same as having those brands in their new kitchen.

But keep in mind that luxury buying is different now. It is not just about having the best or most expensive or exclusive. It is also about the story behind the product and the relevance to the customer's needs and sensibilities. The "Green Movement" is a good example of that and the story of natural stone; where it is quarried, the history of its use, how it is made. And the product must still perform for the consumer, in its' use, its' look and maybe, most importantly, in its' ability to make the consumer feel really good about their choice.

If your brand meets these expectations, then it is, without a doubt, a luxury worth having.



Consulting exclusively for the stone industry

**Linda Steele**

Former co-owner of a well known Mid-Atlantic fabrication company, she now offers services and products through her consulting company, STONESHOP.com. She has presented educational seminars at Stone Expo and is slated for Coverings in April.

Linda can be reached at [lsteel@stoneshop.com](mailto:lsteel@stoneshop.com) or 856-429-2000.

## Stone Restoration Services Announces "Hands-On" Training

**S**tone Restoration Services, in conjunction with The Stone School, both divisions of The Stone Shop International (a national franchise business offering franchises in fabrication, restoration, and installation), are pleased to announce a "hands on" training class for stone restoration, cleaning, and maintenance during the 2007 calendar year. These classes were assembled in an effort to help fabricators who need expertise in this area, and individuals who want to start a business in stone restoration. Stone restoration is becoming a major demand item with the massive volume of natural stone installed during the last decade and a half. For the year 2007, classes will be held in 24 major cities spanning the U.S., and will last for 3 days each, with 2 sessions per city. Tom McNall, MIA board

member and instructor, contributing author to Stone Business Magazine, and owner of Great Northern Stone (a stone restoration and maintenance company) has personally developed this course and curriculum, and has conducted the class successfully in major markets with great response. Tom will be joined by his co-founder of hands-on courses Brian Yager. Brian brings a wealth of knowledge from years of experience in restoration, surveying and university studies in geology. The two instructor approach allows for more interactive learning opportunities for each student. Space is limited to 12 attendees per session. Please visit [stonerestorationservices.com](http://stonerestorationservices.com) for schedules and registration information.





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## Basilique Sainte-Anne de Beaupré

*continued from page 9 >*

motto of the province of Quebec: "Je me souviens" (I remember), has a fitting ring to it. The magnificent sight of the Basilica Sainte-Anne-de-Beaupre, whose gorgeous exterior made of Polycor San Sebastian protects the hopes and dreams of over a million pilgrims a year - is simply unforgettable.

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# StonExpo East 2007 is THE East Coast Industry Event of the Year!

**T**he inaugural StonExpo East, held March 22-24, 2007 in Atlanta, brought the No. 1 U.S. stone industry event to the East. With a void for a stone event in the East this year, StonExpo East undoubtedly filled the industry's need. Fabricators, installers, architects, designers, distributors, builders, retailers and kitchen and bath specialists eagerly anticipated the opening of the show floor at the Georgia World Congress Center to get a glimpse of the latest stone products, machinery, tools and technologies. The show drew a total attendance of 3,688 stone professionals to see 216 exhibiting companies in over 83,000 net square feet of exhibit space.

Exhibitors saw quality buyers on the show floor who were there to do business.

"StonExpo East was a very good show for the Marble Institute," says Gary Distelhorst, Executive Director, Marble Institute of America. "We saw many members we had not seen in quite some time and also welcomed 37 new members to our association. That alone made this show well worth our time and effort."

"StonExpo East proved to be a very profitable show for us," says George Prystash, Operations Manager, Marmo Machinery USA. "Our sales force secured a substantial amount of qualified leads."

"We had a lot of good activity, and the leads we received were solid. We participated in the show for relationship-building, and we were able to do that," says Franklin Olin, Owner, Aqua Pro Systems.

"You go into a launch like this optimistic and hopeful for the best,"

says John Weise, President, Barkow. "For us, the second day of the show turned out to be great—we're very happy!"

Attendees had the opportunity to meet face-to-face with more than 200 stone machinery manufacturers and stone product suppliers, many that didn't participate in any other event this spring.

"I enjoyed seeing all the vendors we do business with all in one place," says Connie Holder, Classic Stone Works, Linville, NC. "It was great putting faces with the voices that we talk to every day."

"It was a great show for us to attend," says Paul Nelson, N2 Granite, Inc., Mooresville, NC. "We saw everything we were hoping to see and much more."

Demonstrating its commitment to superior education, StonExpo East offered the same quality, in-depth Conference Program the industry has become accustomed to at StonExpo events. Stone professionals received solid education on the latest products, market trends, installation techniques and services. More than 1,800 sessions were attended, proving that StonExpo East attendees value the importance of the education program and the positive impact it has on their businesses.

With 41 sessions in five targeted tracks, including Business Management, Design/Market Trends, Fabrication/Installation, Sales/Marketing and Care/Maintenance/Restoration, attendees took advantage of the most advanced information guaranteed to help their businesses succeed.

"I attended the conference session 'Secrets the IRS Does Not

Want You to Know' and it provided information that was very beneficial to all small business owners as a good check-and-balance system," says Mollee Harper, Davide Custom Stone Fabricators, Atlantic Beach, FL.

"The conference program provided a great deal of new product and industry information beneficial to all businesses," adds Holder.

"The conference sessions were extremely educational and the speakers were very knowledgeable on the topics they presented," says Nelson. "We've been in the granite business for 10 years and I left there with more, new information than I could have imagined."

Stone LIVE!, which was sponsored by G & L Marble, provided attendees with a more hands-on approach to education. The live demonstrations, which took place on the show floor, offered an up-close look at the latest and more highly technical stone techniques such as setting seams and top polishing, countertop installation for undermount sinks and installing, cutting and notching decorative kitchen backsplashes.

"Many visitors to the MIA booth were pleased with the show and would like to see it return to the East Coast in the years to come," concludes Distelhorst.

StonExpo East took place March 22-24, 2007 at the Georgia World Congress Center in Atlanta. For more information on the show, call 866.550.6808 or 972.536.6440 or visit [www.StonExpoEast.com](http://www.StonExpoEast.com).

StonExpo East's Official Sponsors are the Marble Institute of America and Natural Stone Council.

The mission of the Marble Institute of America is to promote the use of natural stone and to be the world's most authoritative natural stone information resource. Membership in the association is worldwide and includes nearly 1,800 natural stone producers, exporters/importers, distributors/wholesalers, fabricators, finishers, installers and industry suppliers – all committed to the highest standards of workmanship and ethics.

The Natural Stone Council includes the American Monument Association, Canadian Stone Association, Elberton Granite Association, National Building Granite Quarries Association and Northwest Granite Manufacturers Association. Members of the Natural Stone Council are the leaders in the stone industry and represent the major associations who are committed to promotion and education of the industry and general public of the value and benefits of natural stone.

## About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts 17 trade shows, including World of Concrete, one of the top 20 trade show events in the country. Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.



# Tilesetters: Learn from a Master and Avoid Disaster

by Bruce Boyers

Bruce Boyers is a freelance writer based in Glendale, California

**T**ilesetting is indeed an exact science. Unfortunately, with no formal training available, most learn through trial-and-error—the kind that costs serious money in chipped, bowed, or otherwise wrongly-cut tiles. A far better method is to pay attention to those who've been there—journeymen such as Trask Bergerson, owner of Bergerson Tile and Stone in Astoria, Oregon. Just as Bergerson learned at the feet of masters who came before him, he has now put his hard-won experience to work in educating others. He hosts regular seminars at his store, and is a moderator in the John Bridge Forum, the go-to Internet site for advice to tilesetters of all levels.

One skill Bergerson has mastered is choosing diamond blades. “A big mistake new tilesetters make is to try and work with bargain basement stuff,” he says. “They think they’re going to find a great diamond blade for \$29.95 and somehow it’s going to work. And of course it doesn’t.”

When Bergerson finds a reliable blade or any other tool, he hangs onto it, no matter the cost. “I’ll pay whatever it costs to get the good quality product, because in the end it performs and it makes me money. I’m passionate about the trade, but let’s not beat around the bush; I do it to make a profit.”

Bergerson has found through experience that no one blade performs well with all types of tile. A blade not specifically manufactured to cut through the material to which it’s being applied can result in cuts that are not smooth and clean, whereas a blade specific to the job will yield the highest accuracy possible.

The reasons lie in the science of diamond blade manufacture. A blade designed to cut hard material such as granite has actually got a softer metal bond binding the diamonds, so the diamonds become continuously exposed as it cuts through the hard material. Conversely, a softer material such as marble requires a harder bond so it doesn’t erode as rapidly.

Bergerson has gone through just about every brand and has approximately 25 brands on the wall of his shop. “Felker was one of those that cut the mustard. For example, I’m using their silent core blade for cutting granite. It’s the only silent-core 10” blade I’ve found on the market; most are 12” or 14”. It’s also the only rigid blade for a low-powered saw, mean-



The Felker FG-10S Silent Core Diamond Blade

ing 1.5 to 2 hp, I’ve found on the market. That silent core blade just continues to out-perform everything else.”

A key question is how can a setter be certain of what blade is needed for the given material? “The biggest piece of advice I would give tilesetters is to read the directions. I started reading on every single tool I picked up. I was astounded at what I learned.”

Bergerson points out that every reputable manufacturer places an 800 number on their packaging or on the product itself. There’s a wealth of knowledge out there for free, just for the asking, if people would simply reach out to the resources that are available.”

## Natural Stone Council Launches New Website

**T**he Natural Stone Council (NSC), a collaborative organization representing business and trade associations that promote stone under the Genuine Stone™ brand, today announced the launch of their new website – [www.GenuineStone.org](http://www.GenuineStone.org). The site, designed specifically for the stone industry and trades, is a central clearinghouse providing overviews of natural stone products and links to more detailed information depending on the type of stone and/or project.

The Genuine Stone™ site, developed in partnership with McKee Wallwork Cleveland, reflects the NSC’s new branding message, “As Genuine as You,” and offers architects, designers, and builders solid examples of ways to bring that message to life using genuine stone.

“Our primary goal is to create a one-stop shop for people to find the answers and resources they need with regard to stone,” said Sarah Biondi, account manager at McKee Wallwork Cleveland. “Further, the website tackles some of the misconceptions and myths currently in the marketplace about natural stone products.”

The site offers a photo library of stone applications and installations as well as the variety of products available. There is also a section devoted to green building, which not many industry websites offer. The section explains what the NSC is doing to establish stone as an eco-friendly building material.

“Our new website opens up a vast opportunity for us to create awareness of Genuine Stone™ online,” said Mark Fernandes, chairman of the NSC. “The site will be the go-to internet destination for those in our industry and in the trades interested in learning more about genuine stone products.”

### About The Natural Stone Council

Formed in 2003, The Natural Stone Council is a collaboration of businesses and trade associations that have come together to promote the understanding of, preference for and consumption of stone sold under the Genuine Stone™ brand. To learn more about the Genuine Stone™ brand and the efforts of the Natural Stone Council, please visit [www.GenuineStone.org](http://www.GenuineStone.org).



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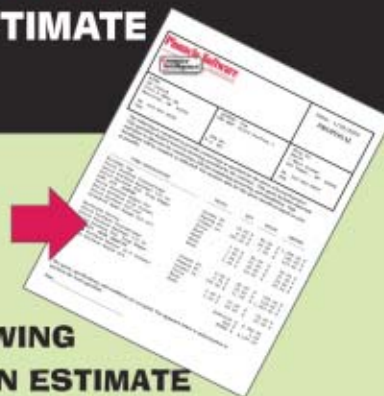
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# CSDA Director Elected President of International Sawing & Drilling Association

The International Association of Concrete Drillers and Sawers (IACDS) re-elected CSDA executive director Patrick O'Brien as president at the annual meeting held April 30, 2007 in Murnau, Germany. Elected as vice presidents were Peter White of the United Kingdom and Norikazu Shibuya of Japan.

"It is an honor to be re-elected president to help this association serve the needs of sawing and drilling professionals around the globe," said O'Brien. "The international cooperation that has been achieved by this diverse group that was founded 12 years ago has been outstanding and will continue as the influence of this group grows."

Representatives and guests from Australia, Austria, Belgium, Germany, Hong Kong, Japan, Liechtenstein, the Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom and the United States were all in attendance. The newest member from Spain was welcomed at this meeting. The Asociación Española de Demolición Técnica Corte y Perforación (AEDT) was formed earlier in 2007, in Spain, with assistance from several IACDS members. IACDS is also helping sawing and drilling contractors

in Russia form its own association. IACDS membership now includes nine associations from Australia, Austria, Germany, Japan, Spain, Sweden, Switzerland, United Kingdom and the United States.

Other actions at the meeting included delegates finalizing a specification entitled Basic Parameters for Machines, which provides a series of parameters that manufacturers will use in describing all machines. The specification covers power packs, wall/floor saws, wire saws, drill rigs and electric/hydraulic drill motors. The members are also working on website enhancements to better influence specifiers. The delegates also viewed a live webinar presentation on the Concrete Sawing & Drilling Association's new online training venture.

The IACDS 2008 meeting is planned for May 2-5 in Valencia, Spain. For more information on CSDA, call 727-577-5004 or visit the website at [www.csda.org](http://www.csda.org). For information on IACDS, call 41-31 858 22 20 or visit the website at [www.iacds.org](http://www.iacds.org). For a photo to accompany this news release, contact the CSDA office at 727-577-5004 or email [aimee@csda.org](mailto:aimee@csda.org).

## Diamond Award 2007 Winners Announced at Bauma

The International Association of Concrete Drillers and Sawers and the German Fachverband Betonbohren und-Sagen presented the Diamond Award 2007 winners during Bauma. The Gold Diamond Award was presented to the Japanese company, Komu Co. The Silver Diamond Award was presented to the Italian company, Tondin and the Bronze Diamond Award was presented to the German company, Angerer.

Jürgen Marder, President of the German Association, introduced Patrick O'Brien, who as president of IACDS, had the honor of announcing the winners of the 2007 Diamond Award during a packed press conference at Bauma 2007. Twenty-five entries were submitted from Australia, Austria, Germany, Italy, Japan, Russia and the United Kingdom. The entries were judged using criteria which included the planning and complexity of the job, innovation, the degree of difficulty in executing the job and specific quality requirements.

Komu Co., Ltd. of Japan received the highest award for its work on the Shimonohara Dam which raised the height of the dam by 25.9 meters in order to increase the volume of impoundment. Komu performed core drilling on this job to install a prime line system that would allow for the investigation of possible strains on the dam. They core drilled a vertical hole that would connect to a tunnel-like service corridor inside the dam. The vertical hole was 400 millimeters in diameter and 16 meters deep.

Tondin srl received the Silver Diamond Award for its work on a job

involving consolidation of the foundations for the San Marco Tower in Venice, Italy. Tondin drilled a 460 millimeter-diameter hole to a depth of 18 meters, while working with the changing sea level of Venice and a job site open to the public during operating hours. The hole was drilled in order to place a dynamometric chain at a depth of about 2.2 meters.

The Bronze Diamond Award went to Angerer GmbH of Germany who worked on the new Svinesund Bridge in Sweden that required a high level of planning to carry out the work successfully and safely. Angerer had to perform sawing and drilling operations at great heights, at low temperatures and under an extremely tight schedule.

The Diamond Award was established seven years ago to recognize excellence in sawing and drilling projects from contractors around the globe. The 2007 presentations were made on April 26, 2007 during the Bauma exhibition in Munich, Germany. Bauma, held every three years, is the largest construction trade show in the world. The April 23-29, 2007 show attracted over 500,000 attendees who visited 3,041 exhibitors in 540,000 square meters of indoor and outdoor space.

Each of these three winning firms received a certificate, trophy and a share of the 10,000 Euro prize money. The trophies were custom-made by CEDI-MA and featured half of a cored concrete section with a gold, silver or bronze drill in the center. All firms that participated received a document officially recognizing their participation in the Diamond Award 2007 competition.

### About CSDA:

CSDA is a nonprofit trade association of contractors, manufacturers and affiliated members from the concrete construction and renovation industry. The CSDA mission is to promote the selection of professional sawing and drilling contractors and their methods. Concrete cutting with diamond tools offers industry many benefits including lower total project costs, precision cutting, maintenance of structural integrity, reduced downtime, reduced noise, dust and debris, limited access cutting and the ability to cut heavily-reinforced concrete. Founded in 1972, CSDA has over 500 international member companies.

### About IACDS:

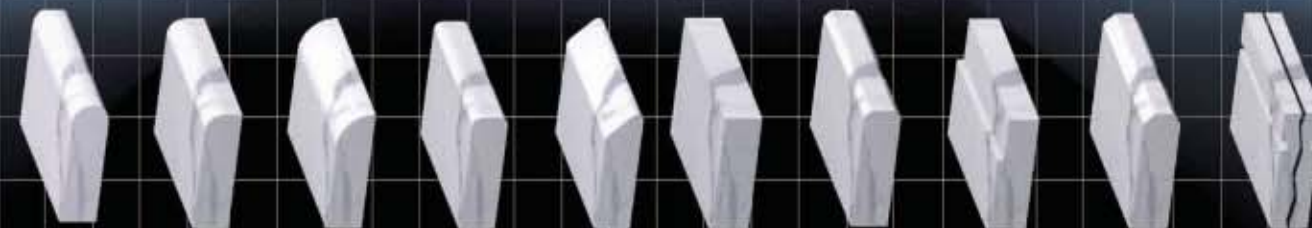
The International Association of Concrete Drillers and Sawers (IACDS) is an international trade association of sawing and drilling associations from the concrete construction and renovation industry. Its mission is to provide an international union and co-operation of trade associations to support and promote professional development of professional sawing and drilling contractors and their methods. This umbrella organization of sawing and drilling associations is composed of the associations from Australia, Austria, Germany, Japan, Spain, Sweden, Switzerland, United Kingdom and the United States.



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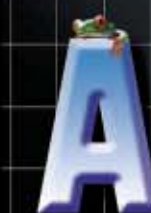
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# MIA June Seminar Schedule Offers Electronic Templating Demonstrations, Fabrication Shop Tours, and More

The Marble Institute of America will be offering a variety educational opportunities for the stone industry during the month of June. The host cities include: St. Louis, Denver, and Detroit.

## **June 6-7: St. Louis, MO Countertop Fabrication & Installation Essentials**

This seminar includes three electronic templating demonstrations, a showroom tour, distribution tour, and classroom instruction on fabrication, installation, and effectively managing a stone business. Existing and start-up companies will want to make this seminar part of their continuing education program. This seminar is only offered once by the MIA in 2007!

## **June 12-13: Denver, CO From the Quarry to the Countertop**

This seminar is one of the most popular MIA seminars because it caters to both sales professionals, as well as fabricators/installers. This seminar covers every facet of stone sales, fabrication, installation, and effectively managing a stone business.

## **June 27-28: Detroit, MI Advanced Countertop Sales, Production, & Fabrication Shop Tours**

This seminar is the best combination in the marketplace today of classroom instruction on countertops coupled with fabrication

facility tours. On the 28th attendees will board a bus and tour three fabrication facilities – a great learning laboratory.

Additional training opportunities are available in July: July 11-12: Cleveland, OH (Marketing & Selling Natural Stone); July 18-19: San Francisco, CA (Advanced Countertop Sales, Production, &

Fabrication Shop Tours); and, July 24-25: Richmond, VA (Countertop & Floor Repair).

For a complete agenda and registration information, visit [www.marble-institute.com](http://www.marble-institute.com) or call MIA at 440-250-9222.

**About the Marble Institute of America**  
For over 60 years the Marble Institute of America (MIA) has been the world's leading information resource and advocate for the natural dimension stone industry. MIA members include marble, granite, limestone, sandstone, and other natural stone producers and quarriers, fabricators, installers, distributors, and contractors around the world.

## MIA Revises Popular Customer Sales Documents Toolkit

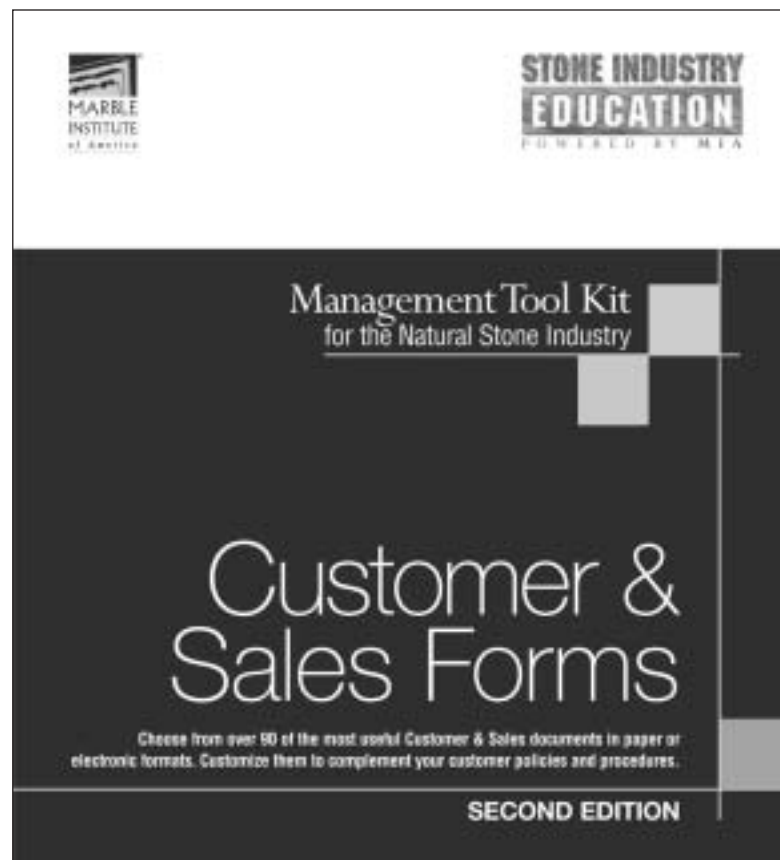
The Marble Institute of America announced the revision and reissue of the most requested of its five Management Tool Kits, Customer & Sales Forms. In keeping with the popular Tool Kit format, the newest version is packaged with a CD that includes all 99 documents in Microsoft Word or Excel.

"This new edition offers natural stone companies 36 new forms in three additional areas of the stone business," said Gary Distelhorst, executive vice president of MIA. "These areas contain forms specific to stone restoration, customer slab selection and reservation, and flooring installation. And, as an added bonus, 10 new forms reinforce the 5 areas of the original version."

The five original areas cover pre-sale documents, contract/terms of business proposals, pre-installation and installation documents, post-installation correspondence and problem resolution.

Citing that the original publication contained mostly residential countertop related forms, Distelhorst added, "The new edition better represents the total scope of today's natural stone business. It is another excellent example of one of the many ways MIA continues to help natural stone companies succeed in their businesses."

MIA members can purchase this or any of the management tool kits for \$69 each. The non-member price is \$99. For more information, contact MIA at (440) 250-9222, e-mail [MIAinfo@marble-institute.com](mailto:MIAinfo@marble-institute.com), or visit [www.marble-institute.com](http://www.marble-institute.com).





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# NTCA Honors Dr. Henry M. Rothberg's Lifetime of Achievement

The 6th Annual NTCA Cornerstone Award, bearing the namesake of Joe A. Tarver, executive director of the association for 30 years, was awarded to Dr. Rothberg for his lifetime dedication to the growth and success of the ceramic tile and stone industry. Dr. Rothberg, widely recognized as the leading authority on latex and polymer-modified portland cement technology, founded LATICRETE in 1956, and traveled the world extensively promoting his groundbreaking new technology that would revolutionize the industry.

"As the leader of LATICRETE, Dr. Henry M. Rothberg has been a pioneer in the development of products that have changed the course of the industry," said Bart Bettiga, executive director of the NTCA. "The company has also demonstrated a commitment to quality installation by supporting educational initiatives developed by the NTCA and other organizations. NTCA is proud to recognize Dr. Rothberg for his numerous accomplishments over his lengthy career."

Dr. Rothberg founded LATICRETE as a family business, which it remains to this day, and since its inception LATICRETE has dedicated itself to creating environmentally responsible building products. Dr. Rothberg also believed strongly in supporting civic causes, and LATICRETE has continued that tradition, both locally at world headquarters in Bethany, Connecticut, and around the world.

Now, under the leadership and guidance of Dr. Rothberg's two sons, CEO and chairman David Rothberg, and vice president of training Henry B. Rothberg, the LATICRETE name remains known and trusted throughout the world for the permanent, problem-free installation of ceramic tile and stone. Today, LATICRETE products are manufactured on five continents and marketed in over 75 countries around the world.

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. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com.



**Bart Bettiga (executive director, NTCA), David Rothberg (chairman and CEO), Dr. Henry M. Rothberg (LATICRETE founder), Henry B. Rothberg (LATICRETE co-owner), Lesley Goddin (editor of TileLetter), Frank Cantu (president of the NTCA)**

## 2nd Laticrete Factory in India

LATICRETE India, a joint venture company of LATICRETE International Inc., a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has recently opened its second manufacturing facility in India. The new facility is located in Rajasthan just west of the capital New Delhi and will serve the growing demand for LATICRETE System materials in North India, one of South Asia's most important and quickly growing commercial regions.

Bordered by Pakistan to the north, Rajasthan is India's largest state in territory, with a booming population estimated at 58 million. The new LATICRETE facility will improve product availability and speed of delivery to new and existing customers in the state of Rajasthan as well as the North Indian states of New Delhi, Uttar Pradesh, Himachal Pradesh, Uttaranchal, Punjab, Haryana, Madhya Pradesh, Bihar, Jammu and Kashmir.

The LATICRETE System, globally proven for the permanent, problem-free installation of ceramic tile and stone, is highly suited for India, a republic with a long history of seismic activity and volatile weather conditions. Thermal stresses associated with hot, desert conditions, give way to monsoon season with heavy rain and wind loads, making the LATICRETE System of proven, high-quality products the proper choice.

In 2001, LATICRETE opened its first India facility in Pantancheru, near Hyderabad, considered the gateway between North and South India. Since that time, LATICRETE India has grown to an operation of 11 regional offices supported by 70 dedicated sales professionals and a network of over 300 dealers and distributors.





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# Natural Stone Stands the Test of Time in National Association of Home Builders' Study

**Study Sponsored by Bank of America Home Equity Names Natural Stone as Product for a "Lifetime"**

**T**he Natural Stone Council (NSC), a collaborative organization representing the stone industry's business and trade associations, today announced that stone has once again been recognized as one of the most durable materials used in home building. In a study released last month by the National Association of Home Builders (NAHB) and Bank of America (BOA) Home Equity titled "Study of the Life Expectancies of Home Components", stone used for countertops, flooring and exteriors was found to endure as long as the house itself.

The study was conducted in the summer of 2006 and polled a wide range of experts in the building materials industry with the goal of determining the life expectancy of home components such as roofs, toilets, faucets, flooring, decks and countertops. BOA sponsored the study because home owners want to "better understand how to preserve value in their most important financial asset" – their home, according to David Rupp, BOA Home Equity executive.

The ancient pyramids and our national monuments are a testament to the strength of natural stone. For home owners, stone is a building choice that maximizes reliability without compromising style. The NAHB/BOA study revealed that natural stone countertops, which are "less expensive than a few years ago and gaining in popularity", would last a lifetime in a home. The study also found that flooring in marble, granite, and slate would last 100 years when well taken care of. As for exteriors, slate roofs had a 50-year life expectancy as compared with fiber cement, asphalt shin-

gle or wood shake roofs that last 20-30 years. Natural stone on the outside of a home as siding or decorative accessories "will last as long as the house", according to the results.

"Genuine stone is the true embodiment of form and function," said Mark Fernandes, chairman of the NSC. "In addition to its unparalleled durability, the vast amount of colors and textures available makes each piece of stone a unique work of art. Natural stone is an undeniably smart choice for home owners."



## About The Natural Stone Council

Formed in 2003, The Natural Stone Council represents the collective interests of natural stone product manufacturers and suppliers. The organization strives to promote the value and unique benefits of real natural stone utilizing the Genuine Stone Brand and to design and implement solutions to address the misconceptions about stone versus other competitive products. For more information about the NSC, please contact Duke Pointer, Executive Director, at [Dukepointer@aol.com](mailto:Dukepointer@aol.com).

# Talks Between Vitra and Villeroy & Boch Lead To Strategic Partnership

**C**ommitted to strengthening its position and level of activity in international markets, Vitra has acquired a 51 percent share of the tile division of Villeroy & Boch, the world's oldest and best known ceramic brand.

The Share Purchase Agreement signed in Istanbul on Monday, 26 March 2007 gives Vitra full management control of the production and marketing activities of Villeroy & Boch's tile division. As a result, Vitra's tile production capacity will increase to 350 million square feet.

Including Villeroy & Boch's two tile plants in Germany and its plant in France, Vitra now operates eight tile plants. With this agreement, Vitra's net ceramic tile sales will rise to €300 million and the number of its employees in the tile business to 2500.

## Vitra Tiles Manufacturing

Vitra Tiles Manufacturing belongs to the Eczacıbaşı Group, a prominent Turkish group with 38 companies, a combined turnover of \$2.8 billion and over 8,500 employees in 2006. Vitra Tiles Manufacturing has production plants in Turkey, Germany and Ireland. The new agreement raises its production capacity to 35 million square meters and the number of its workers to 2500. In December 2005, Vitra Tiles Manufacturing acquired the German tiles producer Engers Keramik GmbH.

## Villeroy & Boch AG

Villeroy & Boch is the world's oldest and best-known ceramics brand with a history dating back to 1748. Villeroy & Boch has three main business lines – bathroom suites, tableware and ceramic tiles – and an annual turnover of close to €1 billion. Villeroy & Boch combines traditional and innovative approaches and is the world's best known ceramic brand.

In January 2006, Villeroy & Boch AG spun off its ceramic tile operations as a fully-owned subsidiary, Villeroy & Boch Fliesen GmbH. Villeroy & Boch Fliesen has two plants in Germany and one in France manufacturing 10 million square meters of ceramic wall and floor tiles a year. Employing 1000 people, Villeroy & Boch Fliesen generates an annual turnover of about €150 million.

For more information, please contact Vitra Tiles USA at: 305 North Shawnee Drive, Suite 600 Suwanee, GA, 30024, by phone: 770-904-6173/8, by fax: 770-904-6891, by email: [sema.cetiner@vitra-usa.com](mailto:sema.cetiner@vitra-usa.com) or check out the Vitra Tiles USA website at: [www.vitra-usa.com](http://www.vitra-usa.com)





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# Our Confusing English Language

By Cleatus Claybeaugh

A teenage girl with the help of her father and mother has progressed well through the eighth grade. She is now fourteen years old and always grateful to her parents for helping her through some of the tough problems.

Yesterday she bounced in the front door after a day at school, and says "Whazz UP!" Her mother asked what kind of talk is that. "It does not sound like perfect English to me," she said.

The daughter responded that apparently she does not understand the many uses of the word. "What word, Whazz?" "No, not that word... the word 'up'."

"Mother, what you may not know is that the word "UP" probably has more meanings

than any other two-letter word in the English language."

The little girl proceeds to inform her mother that it is easy to understand UP, meaning toward the sky or at the top of the list, but when we awaken in the morning, why do we wake UP? At a meeting, why does a topic come UP? Why do we speak UP and why are politicians UP for election, and why is it UP to me to write UP a report?

The mother told her that was interesting and was impressed with her knowledge of the word UP. The daughter went on. We call UP our friends. We talk about buying something to brighten UP a room, polish UP the silver; we warm UP the leftovers and clean UP the kitchen.

We lock UP the house and some guys fix UP the old car. At other times the little word has real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP excuses. To be dressed is one thing, but to be dressed UP is special.

Sometimes this UP is confusing: A drain must be opened UP because it is stopped UP. We open UP a store in the morning but we close it UP at night. We seem to be pretty mixed UP about UP!

To learn more about the proper uses of UP, find the word UP in the dictionary. In a desk-sized dictionary, it takes UP almost a quarter of the page and can add UP to about thirty definitions. If you are UP to it,



you might try building UP a list of the many ways UP is used. It will take UP a lot of your time, but if you don't give UP, you may wind UP with a hundred or more. When it threatens to rain we say it is clouding UP. If it rains too much it messes things UP. When it doesn't rain for awhile, things dry UP.

Finally the mother says, "OK, your time is UP... so let's wrap it UP. I am not sure I am UP for any more of this."

## Marmo Machinery USA Announces Its Fifth Annual Summer Machine Open House

Marmo Machinery USA proudly announces its Fifth Annual Summer Machine Open House on June 29 at its Southfield, Michigan headquarters. The Open House will once again display a representative sample of Marmo Machinery USA's major equipment segments. This includes bridge saws, polishers, CNC machine and water reclamation/dust intake equipment.

In addition, attendees will be treated to a free Detroit Tigers/Minnesota Twins baseball game on Friday night.

Technical representatives will be available to discuss the operation and

maintenance of the machines being displayed as well as the full line of Marmo Machinery USA machines. For further information on Marmo Machinery USA's June Open House, call 248-355-3128.

Marmo Machinery USA, headquartered in Southfield, Mich., is the exclusive distributor of Marmo Meccanica SPA, Italy. Marmo Machinery USA sells and services bridge saws, edge polishing machines, CNC equipment, water jet machines as well as environmental equipment such as dust collection systems and water reclamation systems. For further information, see [www.marmousa.com](http://www.marmousa.com).





## Best Tile Promotes John Martindale Location Manager For New Woburn Facility

**B**est Tile Distributors of New England, part of the East Coast Tile family, the largest importer of ceramic tile and stone in the Northeast, has appointed John Martindale to location manager for its brand new contractor specific showroom in Woburn, Massachusetts.

Best Tile recently acquired five Boston Tile showrooms in the Greater Boston area, then added the new, 7,550 square foot facility in Woburn to further its concentrated effort to re-enter the commercial and wholesale sectors. In his new position, Martindale will have numerous inside sales, inventory and operational responsibilities for the location.

Martindale joined Best Tile at its Dedham location in 2003 as an inventory control specialist. His promotion in 2007 is part of Best Tile's efforts to stockpile top-industry professionals at each of its six new locations in and around Greater Boston.

For more information, contact John Martindale by email at [jmartindale@eastcoasttile.com](mailto:jmartindale@eastcoasttile.com). By phone at: (781) 404-1180, fax: (781) 718-2520, or visit the web at: [www.besttile.com](http://www.besttile.com).

## LATICRETE appoints Vernon Cox: Sales Manager, North America

**L**ATICRETE®, a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has appointed Vernon Cox, Sales Manager, North America. In his new position, Cox will oversee all Regional Sales Managers, with the full responsibility of building and maintaining sales in the LATICRETE Architectural Products Division.

Cox began his LATICRETE career in 2002 as an Architectural Sales Representative based at world headquarters in Bethany, Connecticut. After just two years, Cox was promoted to Regional Sales Manager for the Eastern region of the United States and Canada. Cox's

steady ascension at LATICRETE has been marked by hard work, determination, and his ability to provide his staff with leadership, as well as the knowledge to succeed in the field.

"My major responsibility is to continue the growth and success that LATICRETE has realized," Cox said. "I'm honored to be surrounded with such a strong, growth-orientated team. I'm fortunate to work with a winning organization that continues to push the envelope with new, technologically advanced products that represent the highest quality the industry has to offer. My job of developing a team that has the technical knowledge and sales ability to continue in the LATICRETE tradi-

tion is of the utmost importance. My goal is clear: To help build the strongest sales team in the tile and stone setting materials industry."

"Vernon has demonstrated that he has what it takes to manage our sales force and to build on our solid foundation of success at LATICRETE" says Ed Metcalf, President of LATICRETE North America Division. "His drive and willingness to go the extra mile will serve our distributor and contractor customers well all across North America. I look forward to Vernon's future accomplishments."

During his two-year tenure as regional sales manager, Cox earned his MBA from the University of New Haven. Cox is a 1995 graduate



of Sacred Heart University, where he starred in both football and volleyball. For six years, from 1990 through 1996, Cox served his country in the United States Army Reserve as a member of the military police, where he was awarded the "Military Achievement Award" for conspicuous commitment and exceptional meritorious service.

## Hakatai's Luster Glass Tile Equals Modern Mosaic Luxury

**H**akatai Enterprises Inc., importer and distributor of glass tile, introduces the Cartglass "Luster Series" of 4" x 4" glass tile. The unique color palette of Luster combined with the play of light equals iridescent luxury. Resembling an opal in the display of various colors, this glass tile is sure to bring a unique radiance and sophistication to any interior or exterior wall, countertop, backsplash, pool or light residential floor application.

The sleek-surfaced Luster Series is available in 1.15 square feet sheets which are mesh-back mounted for easy installation. Choose from a palette of twelve opaque colors and seven standard blends and watch as the charming opalescent qualities of each of these mosaic tile colors come alive with changes in lighting angles.

The Luster Series is also a new palette addition to Hakatai's online custom design tools available on their website, [HYPERLINK "http://www.hakatai.com"](http://www.hakatai.com) [www.hakatai.com](http://www.hakatai.com), which allows you to create your own Luster custom mosaic blend or gradient that is unique to your vision. It's all part of Hakatai's growing variety of glass tile collections and custom options.



For more information, please contact Hakatai Enterprises at: 701 Mistletoe Road, Ashland, Oregon 97520, or by phone: 541-552-0855, fax: 541-552-0861, or email: [info@hakatai.com](mailto:info@hakatai.com). Check out the Hakatai Enterprises, Inc. web site at: [www.hakatai.com](http://www.hakatai.com).



# Stone Shop Int'l Introduces Stone Industry Fabrication Franchise Business Program

Michigan based The Stone Shop International introduces what is believed to be the first ever Stone Industry fabrication franchise business program. The company is owned and operated by Art Attaway. The Stone Shop will provide appropriate equipment packages, fabricator training, sales and marketing, sales training, budgets, forecasts, and material supply chains; all streamlined for easy entry into this market segment. All training programs will be conducted using MIA (Marble Institute of America) produced materials, including technical and resource material. Many MIA training programs appropriate for architects have been approved by The AIA (American Institute of Architects). Planning to have the largest industry related buying group in the United States, estimated to become 200 franchisees strong, the company will provide extreme purchasing power. This network purchasing will allowing its franchisees the competitive edge in their local markets, while also providing national name recognition, advertising, and marketing.

The Stone Shop franchise will be the first national network to be formed in the countertop industry, and will transcend the current structure of the stone marketplace and move to a more cohesive group of individual owners while providing the continued autonomy to run their own operations. The Stone Shop will offer all ranges of equipment packages, industry leading and ongoing research, innovative programs, and technology enhanced materials. Granite and marble slabs, engineered stone slabs, thin stone, pre-manufactured vanities and countertops in both natural stone and engineered stone, specialty items like fireplace and shower panel kits,

as well as traditional slab material in stone and engineered stone, will all be available through The Stone Shop at the most competitive prices available in North America. Franchisees will receive the benefit of pre-negotiated discounts on equipment, supplies, and materials, and will save tens of thousands of dollars in equivalent time and cash in their business start-up, have advanced sales and marketing programs, and the avail of national accounts. Franchise models include fabrication, restoration, and installation businesses.

Attaway has spent years researching and developing programs for the stone industry, with a decade of industry experience and current operations as an industry consultant. Owned and operated by Attaway, Point Consulting is a service that helps the entrance of new companies into the stone industry and existing companies improve their operations, income, and profit. Attaway also owns GeoTech Source, which provides stone industry sales and marketing services to manufacturers wishing to sell products to the hospitality design and specification communities, hotel companies, hotel owners, and hotel operators. Attaway has established international import and distribution companies in the stone and engineered stone industry, and has assisted countertop material manufacturers in their product roll out of national programs in big box stores.

Website access is available @ [thestoneshopinternational.com](http://thestoneshopinternational.com). The first 12 franchisees will receive free territories as part of a start-up promotion to build this network.

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For more information on CECO Environmental turnkey capabilities, contact CECO Environmental Sales, 513/458-2600 or go to the company website: [www.cecoenviro.com](http://www.cecoenviro.com).



## Northwood Machine Manufacturing Co. Introduces The Smart Tool Stytem (STS)



Northwood's Smart Tool System (STS)

**N**orthwood Machine Manufacturing Company introduced its new Smart Tool System (STS) at the Coverings show in Chicago April 17, 2007. STS is a modular, automatic tool carousel and software program that provides a scalable, autonomous system for the storage and delivery of tools to a machine tool spindle on a Northwood CNC machine tool or router.

With STS, Northwood's stone routers offer:

- \* infinite tools and profile set options,
- \* quick and simple tool changes and job setups,
- \* secure and efficient storage of tooling investments,
- \* reduced chances of crashing the machine when swapping tools during processing, and
- \* no errors with cutting the wrong edge onto a countertop.

The STS system includes detachable racks or carousels that can be stored

offline in a stand or cart; with each rack representing a tool profile set and containing an automatic means for home tool position recognition and automatic profile set identification. STS provides offline tool setup and reduces the need for tool storage space at the machine. STS also provides a substantially increased number of tool positions over traditional rack or chain systems because an unlimited number of profiles are possible per machining cycle with STS!

In addition to the multiple mechanical advantages, the STS system also includes powerful software that provides automatic storage and retrieval of tool set information and displays individual tool and/or tool set parameters relative to the corresponding carousel or rack. STS offers seamless integration with tool measurement means and/or digitizing for tool identification, drawing, adjusting for wear and/or matching tool profile geometries, and for automatically applying various operational parameters.

## LATICRETE Dazzles "Animated Pool Tile"™

**L**ATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, introduced a revolutionary new grout to the industry: LATICRETE® SpectraLOCK™ PRO Grout, and Christian Trinidad of Animated Pool Tile in Washington State is a true believer. Animated Pool Tile designs and creates hand-painted, three-dimensional figurines which appear life-like at the bottom of swimming pools, and Trinidad exclusively specifies the LATICRETE SpectraLOCK Dazzle component to achieve the necessary colors and shadows which bring the figurines to life.

Using 6" x 6" plain white ceramic tiles, Trinidad spray brushes on the chosen figurine in full-color, including the off-set dark shadows in black, matches the paint colors used with one of LATICRETE SpectraLOCK Dazzle's 40 lifestyle color options, then seamlessly grouts the mural in place at the bottom of the pool.

By utilizing SpectraLOCK PRO Grout's color options, the 1/8" grout joints appear as part of the flowing design concept, and the SpectraLOCK Dazzle color "Midnight Black" provides the corresponding shadow that brings the figurine to life. Without SpectraLOCK Pro Grout's color options, Animated Pool Tile would be left with white grout joints that would severely limit the final product.

"We only use LATICRETE SpectraLOCK PRO Grout," says Trinidad. "We need our murals to look real, and we know that the colors will never fade. SpectraLOCK PRO Grout doesn't discolor or stain, and we rely heavily on the Midnight Black color to provide the three-dimensional effect we desire. It's the only grout I use and I recommend it to all my customers. It works beautifully. It cleans away from the tile real easy, and it sets up nice, too."



Animated Pool Tile creates 13 custom murals ranging from three-dimensional floating turtles to Great White Sharks. When fully installed the murals range from 44" x 44" to 64" x 32" in area.



# The “WOW” Factor

If you're one of the thirty million plus that watch the Fox hit, *American Idol*, you've probably heard judge, Simon Cowell, mention the “wow” factor. What exactly is the “wow” factor? In a singing competition it's the performance that grabs you, makes you feel the emotion of the song, and makes you hum it the whole next day.

For architects and designers it's

architectural details that people admire most. Sure that cantilevered living room is a feat of engineering, but the first thing that people notice is that gorgeous limestone floor. That covered colonnade isn't even part of the interior layout, yet those Tuscan, cantera columns give the exterior the rustic grandeur you had in mind. And you could have used stucco on the outside of that bank,

providing old-world, hand-carved craftsmanship with modern design and delivery to any architectural product: columns, molding surrounds, veneer, mosaic, flooring, fireplaces, fountains, balustrade and more.

Designer, Jorge Dallinger, recently specified a farm sink manufactured from hard Yucatan limestone called crema maya. “I wanted something different and dynamic. I specify Cantera Especial products for a lot of my work but never something like this. I showed them my design and it was delivered within a few weeks.”

Cantera Especial has partnered with five international manufacturers; three in Italy, one in Spain and another in Mexico. These partnerships not only provide a stunning array of limestone, cantera, marble, travertine and granite, they also streamline the ordering process to get you your product faster.

The success of this partnership

is evidenced by a recent contract to supply product for the largest multi-use development in Tulsa, Oklahoma. They chose the Spanish limestone, Azul Moderno. “The architect wanted a stone that would not only accent their design,” says Andrew Firestone, President of Cantera Especial “but create a sense of permanence and

*continued on page 39 >*



very similar, they want to create something that grabs you, makes you feel emotion (even if it's just appreciation of beauty), and they want you to hum it... uh, okay sing their praises.

For all that architects, designers and developers create; it's the

but the limestone cladding really makes it pop!

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DriTac Adhesive Group, as part of the firm's dedication to the environment and the "green" building movement, has also developed DriTac 7500 Eco-Urethane Premium Wood Flooring Adhesive. When DriTac 7500 is used in conjunction with DriTac MCS 7000 Concrete Sealer, DriTac offers a completely "green" wood flooring installation. DriTac Wipe-Aways and DriTac 9200 FastTac Polymeric Resin with Urethane, High Solids Wood Flooring Adhesive, are both solvent-free, contain zero VOCs and are recommended for all "green" building wood flooring installation projects.

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ly designed for the wood flooring industry. DriTac adhesives are available from coast to coast through more than 100 distributors and in warehouses including: Brooklyn, N.Y., Carlstadt, N.J., Dalton, Ga., City of Commerce, Calif. and Dallas, Texas. For more information, contact: John Lio, 59 Ingraham St., Brooklyn, N.Y. 11237; Ph: 800-394-9310 ext. 243; e-mail: john@DriTac.com; or Web: www.DriTac.com.



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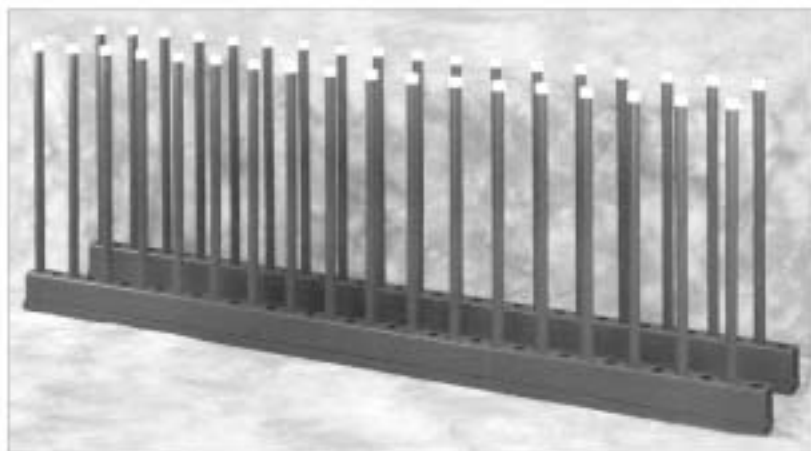


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### FOR SALE

2000 Marmo Meccanica Model LCT522 bullnose machine. 2001 Marmo Meccanica Model LCV7111 flat polish machine. Call Bob Whitlock 940-395-0715.  
6/07

Park Prodigy bridge saw. \$12,500. Call Bob Whitlock 940-395-0715.  
6/07

Selling a 2001 Polish Line Machine- 6 Head - Only 850 hours. Asking price is \$ 5000. At present not in working condition. We are located in San Francisco. Shipment must be arranged by buyer. Contact Karen or Moshe at: 415-821-1500. Or email us at info@benattar.com  
6/07

2005 Park Industries Yukon with 20HP, hydraulic power tilt table and pneumatic brake, low hours of 184. Well maintained. Clean. Selling complete shop: compressor, forklift, boom & clamp, A-frames, metal racks, carts, air polishers, tables, lamps, cube truck, and granite. Contact Nick 952-484-1377.  
6/07

Park Tool Hydasplit, 500-3U, 300 ton machine. Four feet of chisels with a 5-0 x 1-4 opening. Power heavy duty in-feed roller conveyor with turntable. Powered belt conveyor on discharge side. Very nice machine. \$52,000 or best offer. Call Bob at 802-476-7021, or email swensongranite.com, attn: Bob.  
6/07

Bridge Saw For Sale. GMM Tecna 36, 5 Years old and well maintained. Equipped with auto re-cut features and many others options. \$45,000.00 Firm. Please contact for more info: Jeffrey Saul, Norwood Marble & Granite jsaul@norwood-marble.com, or call 301-887-1014.  
6/07

3 Proliners, under warranty, for digital measure - the best on the market. \$12,000 each. Also 2006 Flow Waterjet, perfectly maintained. Double Table, 50HP, 1300 hours. \$200,000 - \$240,000 OBO. Call Tom at 847-382-1120.  
5/07

For Sale is one off lease 2004 Park Industries Infinity "S" CNC Profiling Machine. 501 hours. Serial number 3-04-1368. Recovered from MI and currently in secure indoor storage facility. Ready for immediate delivery and installation. Professionally maintained and removed by Park Industries. Complete working Infinity Profiling Machine assembly with transformer and additional tooling. All items present and accounted for by Park Industries including updated software package. Financing available. Photos available. Asking for bids to begin at \$160,000.00. Bids can be discussed with Troy Lang at 605 362 1255 or by e-mail at tlang@iw.net. Arrangements to view the assembly can also be provided any interested party.  
5/07

Sawing Systems Radial Arm Polisher, Model 10, SN 10P90599. Bought new in 1990. The polisher comes with large assortment of abrasives, pads, and drive wheels. New cost \$14,700; selling price \$6,000 obo. Contact Joe at Great Lakes Granite and Marble 313-362-0123 or e-mail joe@greatlakesgm.com. Photos available.  
5/07

Loeffler TB600 Bridge Saw as Continuous Processing System (CPS) for high speed and accurate production, optimization. Supply includes motorized tilting loading table, buffer roller conveyor with overhead camera for fast layout and optimization, TB600W bridge saw, exit buffer conveyor, SeKon Layout

software to transfer digital templates to sawing instructions, video system camera, drilling unit for drilling corners, holes. Absolute state-of-the-art. Un-install and re-install services and training available. Must see. \$195,000 FOB Georgia. Polycor Georgia Marble. Call Hugo Vega 770-735-2611 or e-mail hugo.vega@polycor.com.  
5/07

2001 Edge Profiler LBF-A Stationary Table Machine by Marmo Meccanica. Runs Great! \$29,900.00 or best offer. Call Dean @ 951-738-1640.  
5/07

Meyers quarry belt saw. 50HP, 10' blade, 40' track, well used belt \$27,500. Standish wall saw for underground quarrying- make offer. Please call Howard at 507-345-4568 or Email: howard@vetter-stone.com.  
5/07

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FABRICATION SHOP MANAGER: Overall responsibility for a mid-sized custom shop and a field crew in Denver, CO. Organizational skills and customer relations experience needed. Templating, Layout and Saw experience required. Call Bob or Gary at (303) 431-6850.  
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vidual. You will need a mechanical & electrical aptitude, a willingness to travel and a positive attitude. We are an ISO 9001 certified company with an integrated engineering and manufacturing facility. We have over 1600 operating systems worldwide. Contact Beckart Environmental, Inc 6900 46th St Kenosha, WI 53144. Phone 262-656-7680 x119, fax 262-656-7699, or e-mail dfedrigon@beckart.com.  
6/07

SALES - Natural & engineered Stone Company is looking for sales people with 2 - 3 years experience in selling stone products to builders, kitchen shops, architects and designers. Sales will encompass Washington, DC, Virginia and Maryland. Package will include salary, commission, paid vacation, health insurance and paid holidays. Please email nmg@norwoodmarble.com or call (301) 887-1014 or fax (301) 887-1018.  
6/07

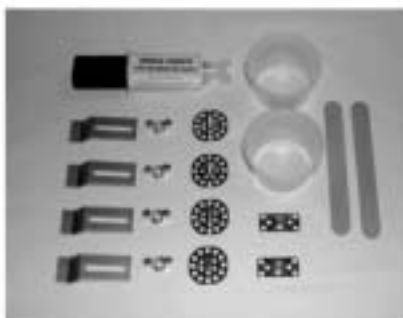
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5/07

Fiji Islands based stone fabrication company requires a shop Foreman. Individual must have a minimum of 5 years experience in counter fabrication and installation. Responsibilities include the management and continued education of our 15 man team, quality control, production schedules, customer relations and equipment maintenance. Some mechanical/electrical experience a must. Salary, housing, permits, air fare, are provided and commensurate with experience. Factory and housing are 5 minutes walk to pristine beaches. This is a 1 year contract that can be extended to possible partnership based on performance. If interested contact Russ Baumann at russ@connect.com.fj, ++670-345-0797. Please note time difference when calling.  
5/07

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6/07

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## POSITIONS WANTED

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6/07

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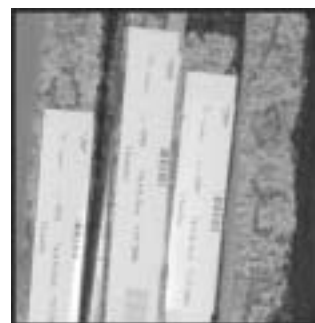
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# The “Wow” Factor

continued from page 32 >

classic, old world, architectural flavor.”

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