ARTISAN ADDENDA

ISSUE NO. 1 SEPTEMBER, 1989

NOTHING VENTURED . . . NOTHING GAINED . . .

FIRSTWORD

A LETTER FROM THE PRESIDENT. . .

Dear Artisan Family:

I am proud to present the first of what I hope will be many monthly Artisan Tile & Marble Company (ATM) newsletters, informing you as to what is going on within our company.

Our industry, the tile industry, continues to rapidly grow and change. I hear from so many people that with this growth the personal touch is lost, and everything becomes very impersonal, very disposable. I hope, that with this newsletter, I can eliminate some of these ideas.

Each month you will find new, and I hope interesting, tidbits that reflect what is going on within ATM and the ceramic tile industry in general.

It seems fitting that in this our 25th year of expansion and growth (our current payroll is well over 100 employees), with a new look, new logo and new staff, that we begin this newsletter.

I welcome you all, as members of the Artisan Family, and I hope that our relationship continues for many, many years.

J.J.S.

ATM MOTTO

TRY . . . do the best you can, that is all anyone can ask of you.

ATM HISTORY

Artisan Tile & Marble Company (ATM) was started by Arnold M. Hess, back in 1964, in the basement of his home at 55 South Adelaide Avenue in Highland Park, NJ.

Although we are once again located in Highland Park, the company has grown beyond those humble beginnings and is now one of the largest tile contractors on the East Coast.

Many changes have altered the face of ATM over the last 25 years, but not the intent of its original founder, and that was to give good quality "Artisan" work.

In today's electronic world, we see ATM working with its computers, fax machines, scan machines, dictaphones, beepers, car phones and two-way radios, and yet, it is still that original, simple concept of Arnold Hess that has made the company what it is today.

Arnold, Bunny, Missy, Pam & Arnie, can now be reached at Artisan Tile & Marble Company of Florida, Inc., in Jupiter, Florida. (Call Collect . . . . Just Kidding!)

His first employee, Albert R. Vermeire, can be reached at Artisans Showcase of Tile.

To give you some idea of the impact that Arnold Hess still has on the company here in New Jersey, every year we hear from at least a dozen different General Contractors that they gave Artisan, and Arnold, ATM's very first contract. (What a salesman!!!)

Thanks Arnold!

AWARDS

For the second consecutive year ATM was awarded First Place honors by the NJ State Conference of Bricklayers & Allied Craftsmen & Mason Contractors of NJ in both Ceramic Tile & Marble categories. The awards were given on the basis of "concept, design, originality and application".

Al Ewington and Jim McArthur led Artisan to the First Place win in the Marble category at the Colgate Office Center in Bridgewater. While Dave Senuto Sr., Patsy Cordasco and D.J. Senuto earn the applause for their unique performance at Houlihan's Restaurant/Bar in Weehawken, for which ATM received First Place in the Ceramic Tile category.

Artisan was further honored when last year's First Place Tile & Marble award winning installation at the Union Valley Corporate Center was recognized as "Best Project" for Marble by the 1989 Annual BAC Craft is Back International Awards.

JOBS WORKING

Paterson, NJ - St. Joseph's Hospital project for Blanchard. Mr. Zangrando is doing this job, keep up the good work Nick!
Mahwah, NJ - Jaguar Cars job, in which case we have a Schmitz (Pete) working for a Schmidt (G.C.)
Livingston, NJ - Livingston High School - Mr. Gesang is the scholar working on this one for Ingrassia. Looking good Bill!
Berkeley Heights, NJ - Runnells Health Care - A great job by Bobby Hrobak at this one for Hall, in Wall, NJ.

NEW CLOSINGS

Neptune, NJ - Jersey Shore Medical Center for Driscoll;
Staten Island, NY - Archie Jacobson a job for Atmor Fixtures;
West Caldwell, NJ - Ricoh - Collins Construction project;
Hightstown, NJ - Rogers School for Martell;
North Brunswick, NJ - North Brunswick High School - Soldo Construction

ATM EMPLOYEE OF THE MONTH

It is appropriate that the first ATM employee of the month goes to Michael Kearns. Michael, as the Vice President of Construction, holds the most seniority in the company.

The story goes, that back in 1969 Mike was working at a car wash and on a rainy day as he hitchhiked back home, Arnold Hess picked him up and offered him a job. The next morning Michael was at Artisan's doorstep an hour before anyone else. At least that's how the story goes . . . but you know how rumors are.

Michael lives in Arbor, New Jersey with his beautiful wife Patti and their two children Beth and Matthew. As a family man Michael indulges, whenever he can, in his favorite pastime, playing golf.

Mike is also involved in softball, and I understand, is the award winning coach for his little league teams.

We are truly proud to have Michael as a member of the ATM family.

MECHANIC OF THE MONTH

If there is ever a person to be called an "Artisan Mechanic" it is Frank Zampese. Frank has been in the tile industry for most of his life, and it seems he has been an employee for Artisan that long.

Frank grew up in the industry in the days of Arnold Hess. Starting in the family business, he quickly became a union helper and has been a mechanic in Local 52 for

many, many years.

Frank has traveled throughout the state of NJ and has worked on many ATM projects, most recently Christian Health Care for Henderson; PSE&G for Dunham and Wayne View Care Center for Summers.

From what we hear, Frank has no problem finding parking at any jobsite, even if it is in a jobsite dumpster!

Frank's son, Frank Jr., is following in his dad's footsteps. Hopefully, he too will become a great tile man like his dad.

HELPER OF THE MONTH

We are proud to announce that this month's helper is Nicky Zakashefski.

For a "Pollack" (a very reverent term, as John Sekora is also of Polish descent), to have to stand at the end of the line because his last name is Zakashefski . . . it is appropriate to make him first helper of the month.

Nicky and his lovely wife Debbie, live in Piscataway with their toddler son Nicholas.

It is said that Nicky, as a young helper, was so stubborn that he would rather carry four pails of water at one time than make two trips.

An eight year union tile helper, (Local 77) we can find Nicky's work in buildings all over NJ. For example, the Forsgate Country Club for Matrix, or in the Ocean County College job for Hall, or most recently, in the Natural Resources Building at Rutgers, a project for Muscarelle.

JOB OF THE MONTH

Newport Center, Jersey City - Owner Melvin Simon & Associates.

Newport Center is a three-story shopping center that opened three years ago. ATM is now reinstalling nearly 200,000/SF of 8" x 8" thin set floor, base and treads in approximately a 10 week period, all while the mall is in operation. The tile work for the mall should be completed just in time for Santa Claus to arrive!!!

Taking the spotlight for this project is Dave Senuto Sr. Dave has been with ATM, not only here in New Jersey, but also in Florida, and is a "professional" at mall renovations.

The unique feature of this particular project is not only the short time span allotted Artisan to complete, but also the multitude of colors and patterns including some ATM handmade dots and clipped corners.

With the attitude "this is my mall" Dave has certainly been doing a fantastic job and has been capably assisted by D.J. (Dave's son) Kenny S., and many great mechanics and helpers too numerous to name here. Thanks guys!!!

Why don't you take the family - stop by and see the "A Team" in action, and do your Christmas shopping early. The mall is located at the New Jersey entrance to the Holland Tunnel.

GC OF THE MONTH

Torcon, Inc., of Westfield, NJ, is our first choice for GC of the Month.

Founded in 1965 by Benedict Torcivia, who is president and chairman, Torcon, Inc. is a company dedicated to "Building Quality Relationships".

Torcon, Inc., while doing 95% of their work in NJ, ranks among the top 100 construction firms in the country.

Some jobs ATM has taken part in with Torcon are:

Exchange Place - Jersey City
Gateway Hilton - Newark
Hanover Marriott - Hanover, NJ

With deep respect & gratitude . . . thank you.

ARCHITECT OF THE MONTH

The Hillier Group which is the fourth largest architectural and design firm in the nation, with a staff of 235, is the obvious choice for our first Architect of the month.

The success of the Hillier Group is due to their continuous, individual, and personal service, combined with their specialization and performance capability. Their innovative style and performance blends artistic flair into reality.

The following are just a few projects that ATM has enjoyed with the Hillier Group.

Piscataway, Rutgers Environmental & Occupational for Howell;
Piscataway, Rutgers Student Housing '89 for Design Interface;
Rahway, Merck Health Care Services, a project by Dunham;
Neptune, U.S. Life, a Wm. Blanchard job;
Princeton, American Cyanamid for Lehrer McGovern;
Monroe, Building 1061, Matrix

OWNER OF THE MONTH

We are happy to have AT&T as our first Owner of the Month.

Over the years, AT&T has been one of Artisan's largest customers.

Below are just a few of the many jobs we have completed for them.

AT&T Bell Labs (Whippany) Sordoni;
NJ Bell Telephone (Metuchen & Red Bank) Kuhn, Smith & Harris;
AT&T (Warren) AT&T
AT&T/Somerset Grove II (Somerset) Devrex;
AT&T (Newark) Sandler & Worth;
AT&T Building #1 (Hopewell) Damon G. Douglas;
AT&T Resource Management (Franklin) Vantage;
AT&T Information Systems (Bridgewater) Lehrer/McGovern of NJ, Inc.

SUPPLIER OF THE MONTH

It's unusual to have our first supplier be a distributor rather than a factory, since most of our purchases are made directly from the manufacturer, but this is an unusual company. Garden State Tile with locations in Roselle Park, Wall Township, Dover and Dayton, NJ, is run by the Fischer family, Jack, Steve and Robert.

Garden State Tile is a company noted for its hustle, concern and friendship. They handle a complete line of products for the ceramic tile industry. Stop by and see their large selection.

RUMORS . . . RUMORS . . . RUMORS

. . . Yes, he did lose over 75 lbs. . . and they still call him "Big" . . .
. . . No, no one else besides Danny & Kenny B. will be running Freehold Mall . . .
. . . No, shiatsu is not a new tile product . . .
. . . No, Sheraton, Point Pleasant has not restarted (still trying to straighten out financing) . . .
. . . No, Bobby isn't retiring and Ritchie isn't taking over . . . . . (yet!)

LAST WORD . . . SOUND OFF

In future issues, ATM will make this column available to you, so that you, as members of the ATM Family, can add your Artisan antidotes, funny stories and/or pieces of information.

We offer you the opportunity to give us your criticism or praise; whether it's good, bad or indifferent, we want to hear from you.

Please contact Peggy, at the ATM office, with any information or suggestions.

SEE YOU NEXT MONTH. . . . . .

ENJOY!!!