ARTISAN Artisan ADDENDA

JANUARY, 1990 - ISSUE NO. 4

Artisan Pride

"ARTISAN" PROUD

To paraphrase a story that goes: there were three tile contractors doing a very large ceramic tile project. A passer-by asked the first tile man, "What are you doing?" and his reply, "Just putting down tile flooring." He asked the second. He replied, "Making $28.75 an hour", then he asked the third, who replied, "I'm helping to build this beautiful shopping mall." It goes without saying that the last mechanic was an Artisan employee.

As a finishing trade, pride in the work we accomplish must be foremost in our minds. We have proven, time and time again, that a finished product does not have to suffer because of a cut in price or forced higher productions. Everyone talks about imports and the loss of dollars and cents in the American Market because of inferior products. In order to change this, we must look at each other. We must re-find that respect, that pride, which we must have in our trade.

After the completion of the Newport Shopping Mall, Dave Senuto stated that "The craft is back", he said this because he was proud of our finshed product. He truly felt that each person on that project took pride in accomplishing something that was beyond the norm, to create a typical "Artisan" product. This certainly mirrors the attitude that we at Artisan want, no, demand from all of our employees.

A year ago we issued a letter stating that Artisan, with its new logo, new look and new enhanced staff, was rededicating itself to the 90's. Well the 90's are here and part of that re-dedication is the re-evaluation of our attitudes so that we can take pride in all we do.

ATM has been created not from preconceived notions or from copying competition, but from the most precious commodity of business – individuals taking pride in working hard – setting a dream. Freed from the constraints of what was done before, ATM employees constantly pursue an ideal, a vision – a proud dream. Artisan did not emerge overnight; It evolved as a result of a massive effort and a commitment of highly skilled individual employees to set this dream. It was a commitment of time – the time to develop the best, reject any shortcomings, and rethink, redo and continuously perfect a system, a philosophy, a process, until it was right to set a name to this dream.

After 25 years of constant changes, you have created a new level of tile contractor an Artisan subcontractor. What makes this task so unique is the realization that convention and compromise are inherent in so many of our fellow tile contractors. While others have been building traditional companies, the Artisan Family has built a different kind of tradition – one that says . . . you can set a dream, and through your individualist hard working efforts you can make it come true.

Be proud of what you have accomplished.

J.J.S.

EMPLOYEE OF THE MONTH

If you ask anyone who works the hardest at Artisan, invariably the answer you would get would be January's employee of the month, Kenny Sekora.

With his keen sense of dedication, Ken can be found almost anytime, in anyplace, working for Artisan. He is a true example of Artisan pride.

Kenny's hard work and dedication to Artisan is something well known. A prime example was shown one week last summer when, while directing the A-Team, coordinating the Newport project, managing the mall cutting operation and working 90 hours in one week, Kenny also put his softball team into the playoffs.

Through the years Ken's hobbies have included Karate, playing the drums and working on his award winning truck. Rumor has it that some time in the future he may buy Michael's house.

Ken is a very quiet individual with a sharp sense of humor who takes great pride in all that he does, he is also noted for being one of Artisan's most frugal employees. ATM is very proud to have him as a member of the Family.

Kenny Sekora is the future of Artisan. Congratulations and keep up the good work, son, I love you.

"Keep on trucking, Guido!"

MECHANIC OF THE MONTH

It is only fit and proper that the mechanic to start off the 90's is William "Bill" Gesang. Bill has worked on more larger and more complicated projects for Artisan then any other ATM mechanic.

Bill and his wife Inga live in Midland NJ, his son and family live in Little Falls.

Artisan is very fortunate to have an accomplished mechanic such as Bill, he's a great asset to our ATM Family.

He and his partner in tile, Joe Covello, are presently working on the Jaguar/Schmidt project, but other jobs such as Dunham/Merck Bldg,; Dellanno's Cargill; 1st Fidelity for Leske and the "picture perfect" Trust Co. of NJ in East Hanover for Miller are all projects which show Bill's workmanship and the pride he takes in his finished product, "Artisan Pride". Congratulations Bill!

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HELPER OF THE MONTH

The Local #77 helper for this month is D. J. Senuto. Young Dave has been working in our industry for only a short time, but he loves the tile trade. It is said that he has taken grouting so seriously that to him it has become an art form.

D.J. is a guy with a goal. He attends Essex County College nights in order to attain his dream of working in the money management field. Always rolled up in his back pocket you'll find a copy of the WALL STREET JOURNAL. Dave we wish you much success with this goal in finance.

D.J. is by far certainly not all work and no play. Rumor has it that on the weekends this mild mannered tile helper becomes a real "Party Animal" complete with bachelor pad and all.

He is a "good kid" who remains close to his sister Loren, even while she attends the University of Rhode Island. His dad is very proud of him, as is ATM, and together they make a great team.

Newport Centre Mall is certainly proof of the fantastic work that they do, not to mention Noeller's A&P in New Rochelle, NY; Henderson's Christian Health Care in Wyckoff.

True "Artisan Pride" at work!

GC OF THE MONTH

As our first G/C of the new year we are proud to feature the Sordoni Construction Company. With offices in Parsippany NJ, Sordoni is an organization of PEOPLE committed to providing the finest quality service. Their successful track record includes corporate facilities, hospitals, industrial, high tech structures, educational and commercial buildings, as well as hotels, warehouses and housing projects.

This 80 year-old construction management and general contracting firm is "Performance Proven."

Artisan & Sordoni have joined forces on several jobs, some of which are: Picatinny Federal and GEO Engineering in Rockaway; in Skillman Squibb-Convatec; the Connell Corp. Centerll in Berkeley Heights; Rickel's Home Center at the Ledgewood Mall and in Freehold, New Jersey Bell.

ATM wishes continued success to the Sordoni Construction Corporation.

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JOB OF THE MONTH

January finds us presenting the Jersey Shore Medical Center in Neptune for the L. F. Driscoll Company as our project of the month.

This job consists of approximately 2000/SF of multi-colored floor; 3000 feet of Flaxseed wall; 4000 feet of 12 x 12 Armstone, in three patterns, with an unusual layout in lobbies and corridors. The job also contains 500/SF of Gail quarry tile.

This is just one more project where you can see the "Artisan Pride".

JOBS WORKING

Plainfield Country Club, a project for Holly Park Interiors - the match to watch at the club is doubles partners Frank Zampese and his son Frank Jr. vs. Dave Senuto and his son D.J.

Next match for the Senuto team is in Summit where the partners will tile at Leske's Ciba/Giegy project.

Zampese's move on to Lehrer / McGovern's Bigelow Quinlin job in Liberty Corner. There they will join forces with the team of Al Ewington and Jim McArthur.

Ewington & McArthur can also be seen performing their tile feats in Union at the Pascale job, Schering Bldg. U-14. This team is filled with such "zip" that we can also find them using the right "code" at the Freehold Post Office.

Speaking of Freehold, we have several teams working at the Freehold Raceway Mall. Danny Cordasco and Nicky Zakashefski; Tommy Burns and Michael Cicchino; Patsy Cordasco & Jim Bollentin; George Walenta and Richie Morelli, Steve Nebesne (welcome back Steve!) and his son Paul; Rich Pettoni, Darrin Burlew and Ernie Pence. Jim Pyanoe Sr. and Al Roncaioli Jr. also joined the rank and file there this week.

No matter where our teams may go the "Artisan Pride" will show.

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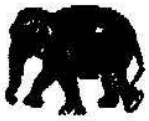
NEW CLOSINGS

Orangetown, NY - Nynex Admin. Bldg. for Morse Diesel - it's nice to be working for old friends again! Thanks Mike & Dan . . . Somerset - Mahony Troast's Waldes-Truarc . . . Rutgers' Teaching Theatre in New Brunswick for Garlatti . . . Bankers' Savings Bank in Perth Amboy for Michael Riesz Co. . .

Lakewood, Tops Appliance City for The Sudler Companies . . . Franklin – North Brunswick Pumping Facility being done by Dunham . . . in Toms River, Kaplan's Seacourt Pavilion . . . the Fair Lawn Techinal Center for A.P. Schmidt . . . and in Cranbury for Alfieri, Bohlin Reologi Tenant and ADT Security Systems . . . Bancon's Ramapo Bank in Wayne . . . and in Rahway, Merck's Building 8OY for the Johansen Co.



SMALL BUT NOT FORGOTTEN

Here are some more jobs which lasted only a short time, but will be long remembered.

Dunellen H.S. for Hahr – Burns & Cicchino got top honors for this one, as they also did for Brown & Matthews' Caremark Homecare; Ryback's Gynotech and Garlatti's Priest Home both good jobs done by Steve & Paul Nebesne; DeVenezia's Summit Federal and Greek's American Van, two projects done by Mr. Pyanoe; Archie Jacobson the Atmor job done by the teams of Danny Cordasco and Nicky Zakashefski along with Patsy Cordasco and Jim Bollentin.

To be continued . . . . . .

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ARTISAN DOES IT AGAIN!

Yes that's right, ATM made the papers again. Read all about it in the October, 1989 issue of the JOURNAL and the November, 1989 issue of TILE LETTER. And the "Pride" goes on.

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Place your venison orders now. Hunting season is here and the score is Kenny Bayer 1, Frank Rutkowski 0.

HOW TRUE

A sign recently spotted on a secretary's desk in a General Contractor's office: "Why is my road to success always under construction?"

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SUPPLIER OF THE MONTH

The 90's decade starts off with Dal-Tile as ATM's supplier of the month.

Dal-Tile Corporation produces one of the most complete selections of trim tile units in the industry. They feature a full range of floor, wall and decorative tiles. The selection they offer is equal to none.

Dal-Tile owns and operates over 125 offices, showrooms and stocking warehouse facilities nationwide. With Dal-Tile, you are dealing direct with the source. The source in New Jersey is Steve Arata at the Mt. Laurel facility, one of the most helpful and upbeat people you'll ever have the pleasure of dealing with. Dal-Tile also has a warehouse in Cranbury, NJ.

Most recently we have worked with Dal on Henderson's Atlantic Mutual in Madison; in Whippany, Sordoni's AT&T; Runnells Health in Berkeley Heights for Hall Constr. Co.; both Parsons and John Adams School in North Brunswick for the Lott Group.

We take great pride in being associated with a corporation such as Dal-Tile.

L ◕◕ KIN' GOOD

Congrats to Local 77 rank & file and the Tile Promotion Employer contributors on their new sharp looking jackets.

A special "thank you" to John J. Sekora & Robert Pettoni for co-ordinating their purchase.

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MORE LOCAL 77 HEALTH TIPS

James Mahon has been kind enough to supply us with another one of his health tips to start off the new 90's decade:

Coffee & Cholesterol – Research suggests that we may no longer need to worry about the effect of coffee drinking on our cholesterol levels when coffee is prepared by filtration, as it almost invariably is in the United States these days.

Thanks Jim, now we don't have to give up those coffee breaks!!!

"T'was the season to be jolly" – and this Christmas card said it all.

♫ ♪ ♩ ♪ ♫
Wreck the Malls with Cous on Harley's.
♫ *Happy Holidays!* ♫
♪

MERRY CHRISTMAS,
MIKE FASANO

We thank Barrister Michael Fasano, Esq. for the above greeting, the entire ATM staff enjoyed it.

OF SOUND MIND AND BODY

Congratulations going out to the following Artisan employees, who during the holidays in keeping with the ATM fitness program, lost weight.

Leading the pack was Doreen Sekora who dropped a whopping 18 lbs.; way to go Doreen, looking good.

Right behind her was Michelle Sekora losing a total of 11 lbs. and feeling and looking great. With a 9 lb. loss was John (YAV) Yavorski, good job John, keep up the good work.

All together, during the first leg of the program, the ATM staff lost a combined total of 56 lbs., which cost John incentive bonuses of $1,400.00.

What a guy!!! We wonder what's going to happen on John's birthday, June 3rd, when we have the final weigh-in.

RESOLUTIONS

In the beginning of the year we all make New Year's resolutions and this year let's all try to do something special for someone else; and by doing something special for ourselves, let's all buckle our seatbelts and be safe and enjoy the ride.

LIFTING'S A BREEZE WHEN YOU BEND AT THE KNEES

In keeping with the fitness and good health craze in the 90's, over the next few newsletters we would like to print a tip for all you people who suffer from back problems.

True & Associates has been kind enough to let us print this article and we thank them for it..

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Ever since man assumed the upright position and became the "backbone" of society, his low back has suffered. Back pain is one of mankind's most common ailments.

Most of these back problems result from bad habits and the way we go about everyday tasks and activities like driving, sitting or lifting.

Here is the first suggestion on how to correct some of those bad habits.

TIP #1. When lifting, bend at the knees and let your legs do the work, not your back. Keep the object as close to your body as possible and lift only to the waist level; get help to go higher. Don't lift from a bending forward position. Be sure to get the proper help and equipment to push or move heavy materials or office related items.

Watch for our next tip in the February Artisan Addenda.

ATM FAMILY NEWS

Our love, best wishes and congratulations go out to Ed and Carol Joerg on the birth of their baby daughter Stephanie Lynn. That makes the third beautiful daughter for the Joerg's. Keep up the good work Ed.

We welcome home Joan and Dennis Driscoll from their vacation in Florida. Just when we were freezing in temperatures where the wind chill factor was 15 below, they were enjoying sunny skies & gentle breezes.

Back from a skiing weekend in Vermont are Kenny and Vickie Bayer. We're glad they had such a good time; and no broken bones. Kenny must have done alot of night skiing to need that fluorescent pink hat.

ONE GOOD TURN DESERVES ANOTHER

Since John has been kind enough to offer his employees the benefit of an in-house massage every week (just another one of his many perks), we felt that he too needed to be pampered and so for Christmas the ATM staff presented him with a Shiatsu lounge chair for his office.

As you would say John, Enjoy!

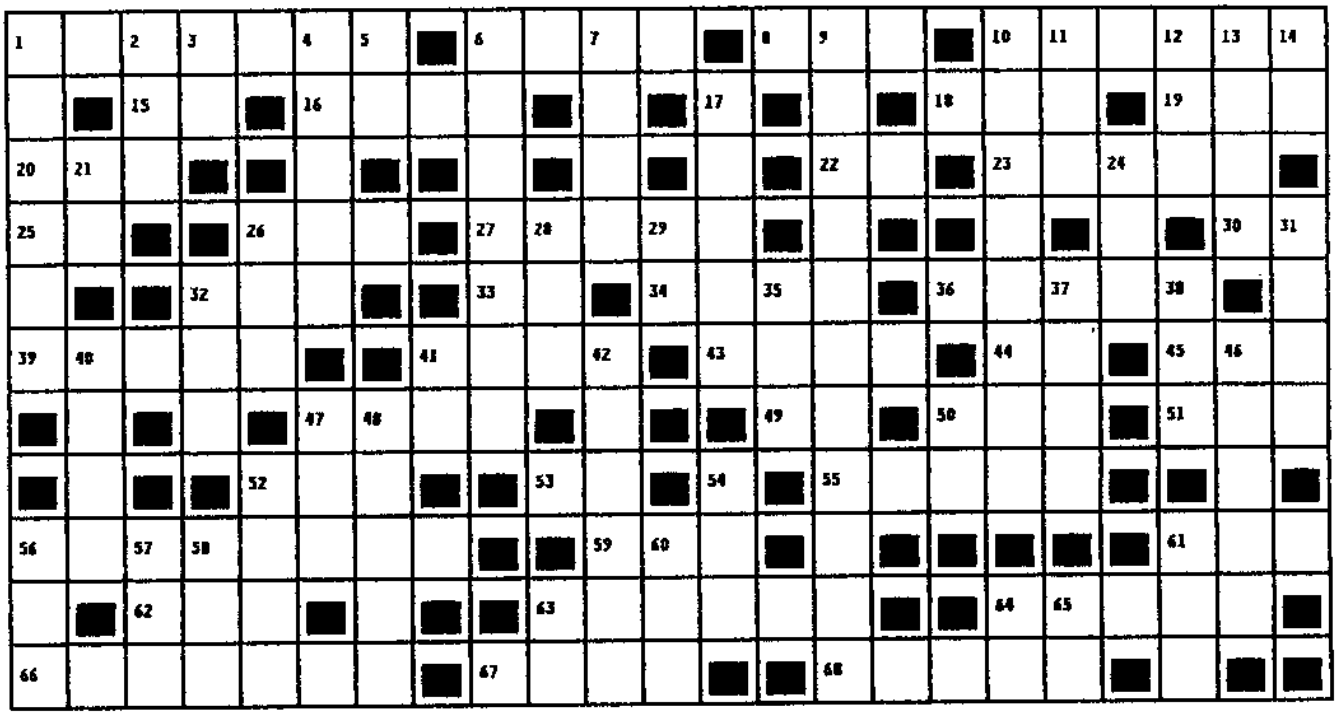
"Look, I know we made some good bucks with it. But, let's face it . . . . . it's a seasonal business. Maybe we should try something else . . . like Tile & Marble!"

PERSONAL NOTE

I would like to take this opportunity to express my gratitude to my employees, suppliers and friends for their generosity throughout the holiday season and also for their dedication and devotion throughout the year.

Enjoy!

CROSSWORD



ACROSS

1,6,8,10. NJ's best tile contractor
15. John's brother
16. Misana _____ nology
18. Sickoria's son
19. A straight slender stick
20. Negative vote
22. ATM's attorneys
23. Billing head
25. Not off
26. Cutter
27. FDU grad
30. ___ x ___ = A(area)
32. ATM VP
33. Abbrv. for soap dish
34. Abbrv. for Analysis
36. White rack driver
39. Jayne's real name
41. See one down
43. Power
44. French article
45. American Power League
47. John's younger son
48. Giant
50. Where NJ tilemen retire
51. Old timer
52. French sun
53. ATM's oldest employee
55. Setter
56. Construction VP
59. ATM's #
61. To ripen
62. Not water
63. Truck driver
64. John's favorite word
66. Floor design
67. Secretary
68. Type of flooring

DOWN

1. ATM founder
2. Artisan motto
3. You are, he ___
4. Ken's Kudos
5. Not SW
6. Setting material
7. ATM's share of market
9. Artisan Addendas
10. John's youngest
11. American Medical Assoc.
12. Ken to Matt
13. Droop
14. Warehouseman
17. Office Mngr.
21. Article
24. Rutgers part timer
26. Peg to Jayne
28. Public notices
29. Calcium
31. Driver
32. ATM Exec.
35. Everything
37. Not far
38. How JY spells it
40. All, everywhere
41. Height
42. The Boss
46. Asst. to president
47. Stooge
48. Wrench
50. Floor
52. Bargain
54. Bayer
56. Clean
57. Bed
58. Smash
60. What Michelle calls her sis
61. Very definitely OK
63. Abbrv. Dad
64. Eastern time
65. Not SW

WORDSEARCH

A R T I S A N T I L E A N D M A R B L E C O M P A N Y O F N J I N C
G L A Z E L L A W O I R S N A A A A A X O X G A S O A P D I S H O R
R Y X E T A L S P A C E R A S E T N R T N I H T X I X A X M I R T A
O L A X A K E M I D X D E B T O R K O K T B U T E S U O N E R A W F
O O W O R E P A I R Y R D R I I O R E A R L L E S N O S C O L O R T
T P O R T L A N D W A S R A C K M U R A A D S R O A D H E S I V E S
E L A E S H O W E R S T O N E X X P T U C O I N X P E O M O M I X A
R H T A B O N D N A S O X D A E R T W E T I L E S X S L E V E L T M
R O C A U L K X Y A L C I M A R E C Q B O F B D U E A X N C O V E P
A P I L S I Z E P S I K N E M I T Y U B R O O A R T B E T A L S R L
Z C H I S E L R E T A W S R E V A P A L M O R H F I M O S A I C I E
Z E J C D I S T R I B U T O R O X O R A U R D S A N O O O S L O O T
O I O U E D C P L U M B A E R I W L R D R P E E C A P I R T S E R X
L L I R S A R N A R U F L A T H O I Y E A R R K E R R O O I F P C E
I I N E I M E A P P L Y L P L A N S X O L E S O X G R E Y A L O L N
M N T X G A E N I A T S E G D E W H C O A T H R E S H O L D S X E J
E G S X N X D I C A X Y R O T N E V N I X A O A X R E T T U C X A O
U N G L A Z E D S C R A T C H F L O A T O W X N I A L E C R O P N Y
B I D X A F A R T I S A N A D D E N D A C A S H F L O W X R E P U S

Here's a nice little wordsearch puzzle for all our readers to try their hand at.

In the letters above, you will find at least 100+ "tile related" words. These words can be found going either up or down, left or right, and will consist of 3 or more letters. No plurals, nor diagonals, will be accepted.

Make a list of these words and send it to Artisan Tile & Marble Company, 238 Cleveland Avenue, Highland Park, NJ 08904. Please include your name, address and phone number.

The person who finds the most words in the puzzle will win a prize.

All entries must be received no later than February 28, 1990. Winner will be notified by mail. No entries will be returned. Decision of the judge (JJS who designed it) is final.

GOOD LUCK!!!