ARTISAN ADDENDA

Issue #5 - February/March 1990

LET'S WALK ALL OVER ARTISAN . . .

During our last conversation (that's what it feels like when I'm writing these newsletters), we discussed Artisan Pride and the changes ATM has undergone over the last 25 years.

In doing so, I had the opportunity to review our files and therein I found the topic for this months issue -

Artisan: Past, Present & Future

I was truly impressed, when looking over our records, at the sheer volume and diversity we have experienced over the past years. Many memories flashed through my mind, bringing back bits and pieces of a job here, a client there, and a smile about more than one amusing story.

Today, even though we are presently in the midst of a seasonal construction slow period, ATM continues to set the pace throughout our tile industry.

The work we presently have on the books indicates the future will be typically very busy for us.

J.J.S.

ARTISAN ADDENDA ACCOLADES

Over the past months, we have heard from so many nice people, both in letter and verbal form, regarding our newsletter.

We thank you all for your kind words and look forward to your future comments.

Here are just a few:

ROY at SCHOFIELD – "I have gotten quite a kick out of reading each new issue."

SAM formerly of FORTUNE – "I enjoy receiving it . . . although I do not recall all the names . . . it is a joy to read their effort . . . "

BARB of TEC (H.B. Fuller) – "Entertaining . . . fun reading on the airplane."

DAVE at WILKINSON – "Your newsletter is a gas."

PAUL of MEDITERRANEAN – "Look forward to each issue. Keep up the good work."

JIM of LOCAL 77 – " This industry needs something like this . . . "

TOM of DUNHAM –"Great, simply great."

MIKE of FITZPATRICK – "Nice idea . . . "

HENRY of LATICRETE – " . . . It is very pleasing to see the hard work and the commitment you have put into generating this newsletter . . . I'm sure you are quite proud of your publication, as you should be . . . "

ARTISAN THANKS YOU ALL

PAST

Over the years Artisan has completed thousands of tile jobs in several different states. Our projects have ranged from small industrial jobs to extremely large shopping malls.

General contractors and suppliers that started with us in the beginning, are still working with us today.

Tile men with names like Arnold, Bill, Pete, Frankie, Al, Mike and Ken brought these projects from a drawing and a concept to an Artisan Tile installation, blending artistic flair into reality.

A BLAST FROM THE PAST

The following is just a very small sampling, at random, of Artisan projects that millions of people have walked on during the past quarter of a century:

Paramus Park & Rockaway Townsquare Shopping Centers – Jos. L. Muscarelle
Lawrenceville, E.R. Squibb; Ft. Lee, River Ridge Condos-Huber, Hunt & Nichols (Ind.)
Norfolk, Va. – Omni Hotel – Ira Hardin (Ga.)
Panama City Mall, Fla. – F.R. Hoar (Ala.)
Atlanta, Ga. – Richard B. Russell Office Building – Frank Briscoe
Staten Island, NY – Danube Nursing Home – Com Corp. (Ill.)
Rockville, Md. – Rockville Nursing Home – Technico
Neptune – U.S. Life – Wm. Blanchard
Old Bridge & Perth Amboy Hospitals – Turner
Mansfield – Shop-Rite – Broan
Mt. Laurel – Travelodge – Austin Company
Princeton Meadows Apartments – Lincoln Properties
Metuchen Senior Citizens – Robbins Construction
Ben Salem, Pa. – Towne Houses – Goldman Builders
Newark – To-Sault – HRH Construction (NY)
Marriott Shoppe – Turnpike Exit 13
Chateau Restaurant – Dan Man
Perth Amboy – St. Mary's School – Wm. Connolly
Edison – Wick Plaza – C. Raimondo
Princeton – Educational Testing Service – Rule
Jersey City – Christ Hospital – W.J. Barney
Bronx, NY – Concourse Nursing Home – Jordan Reid (NY)
Naples Mall, Fla. – Construction Managment
Nashville, Tenn. – Hickory Hollow Mall – Joe M. Rodgers
South Brunswick – Dow Jones & Jersey City, St. Peter's College – Torcon
Newark Housing Projects – Marson construction (NY)
Keyport Legion Apartment – Ricciardi
Willow Grove Mall, Pa. – Inland Construction
Mahwah High School – Ken Rad Construction
Morristown – Blackberry Office Building – Alfieri
Denville – Sisters of Sorrowful Mothers – Engineers, Inc.
Plainfield – Meridian Nursing Home – Irwin & Leighton
Totowa & Staten Island, NY – Kids "R" Us
Newark – Hill Manor Apartments & Brick Towers – Jack Parker Associates
New Brunswick – Harrison Towers – LeFrak Construction (NY)
Edison – Revco – Truesdale
Woodbridge – Englehard Industries – Sutton
Trenton State College – Brancifortc
New Brunswick – New Jersey State Bar – Design Interface
Mahwah – Sharp Electronics – Gilbane Building
East Brunswick & Parsippany Industrials – Frank A. Greck & Sons
South Brunswick High School – Ingrassia Construction
Randolph Senior Citizens – Kaslow & Jeffrey

I wonder just how many of those projects you remembered . . . .

PRESENT

Well, old man winter is here, and everything has come to a complete standstill. All the winter work we had scheduled keeps getting pushed further and further back. Projects that should have been working now are not yet ready.

Large jobs like the Freehold Mall and Atlantic Mutual, that we anticipated using many crews on, have just a handful of men working there.

Projects like 1028 Sheraton in Point Pleasant may never start back up again.

WHERE THE BOYS ~~ARE~~ WERE . . .

Let's take a look at jobs we're presently working on as of February 1, 1990

Staten Island, NY – Advanced Publications – Austin
Randolph Municipal Building – Bari Construction
Paterson – St. Joseph's Hospital – Blanchard
Bernards Township – Cargill – Dellanno
Rahway – Merck Health Services Facility – Dunham
Elizabeth General Hospital – Fitzpatrick

Berkeley Heights – John Runnells Health Care – Hall Construction
Hanover Township – Knoll Pharmaceutical – Henderson
Madison – Atlantic Mutual – Henderson (Convent Station)
South Plainfield Country Club – Holly Park Interiors
Newark – Gateway I Renovations – ICS
Livingston High School – Ingrassia
Livingston – Slater Office Building – Iris
South Plainfield – Miller Energy – Jodi
Englishtown – Pinebrook Care Center – Lazar
Liberty Corner – Bigelow Quinlin – Lehrer McGovern
Lakewood – A&P Salad Bar – Load King
Freehold Post Office – Lott
Jamesburg – Forsgate County Club – Matrix
Willowbrook Mall – Cosmetics – Provini
Toms river – Rickels Indian Head Plaza – Raimondo
Cranbury – Continental Insurance – Sudler
Mahwah – Jaguar Cars – Schmidt
Middletown – Tindall Road Associates – Seacoast
North Brunswick High School – Soldo
Millburn – New Jersey american Water – Vanas
Freehold Raceway Mall – Wilmorite

We have been told by the business agents that we still are the busiest tile contractor in the state. I wonder how many millions will walk all over these soon to be completed Artisan installations.

EMPLOYEE OF THE MONTH

Where would you find a beautiful, bright, hard-working, funny and very professional office manager whose name just happens to be "Doris" Jayne Cramer – why no where else but here at Artisan Tile. This issue's employee of the month is our very own Jayne.

Although a member of the ATM family for a little less than a year, Jayne has proven to be a true asset in every way.

As office manager, Jayne's responsibilities are varied and many, but she handles each phase of her job with a sense of organization and efficiency.

Jayne has just undertaken the position of accounts payable, which we're sure she will handle as the true professional that she is.

Jayne's day doesn't end when she leaves the office, – if possible, it gets even tougher. Our super-secretary becomes super-mom, and now she must manage Tracy 14 and Bryan 12.

Raising teenagers is no easy task these days but Jayne and her husband Dave do a fantastic job. When Jayne's not cheering for Tracy at one of her soccer games (and soon softball), she's rooting for Bryan at his basketball games. Jayne is their biggest fan!

With all this she still finds time to shop. A real "mall-aholic" Jayne can't wait for Freehold to open.

On the quiet side, Jayne loves the shore. She loves nothing better than the beach, the sun and the ocean.

We are truly proud to have such a hard-working, dedicated, intelligent and super-person as Jayne. She gets an "A" from the "A"-Team!

From the President: "I must be the luckiest guy in the world to have such a fantastic office staff working with me. It is a genuine pleasure to include Jayne, and her younger sister Peg, as part of our Artisan Family."

MECHANIC OF THE MONTH

Our spotlight in this issue shines on Danny Cordasco.

Danny has been a significant member of the "A" Team for over eighteen years. He is an extremely hard and meticulous worker and Artisan is truly proud to have him as a member of our family.

Danny is somewhat of a handyman who enjoys puttering around the house and even enjoys doing his own yard-work. When Danny finds some quiet time to himself he likes to watch sports on T.V. and really enjoys watching boxing or football.

Danny and his wife Debbie, along with their four children, son Danny Jr., and daughters, Daniel, Christine and Jamie, live in a lovely home in Toms River.

Danny's world is not just tile . . . but also beautiful candles, great music, fantastic food, good friends and a wonderful happy family.

Here's to our star!

★ ★ ★ ★ ★ ★ ★ ★ ★

HELPER OF THE MONTH

We focus our attention this issue on Frank Zampese, Jr. as our Helper of the Month.

Frank comes from a long line of tilemen. He and his dad are currently working as an "Artisan" team.

As an eligible bachelor, Frank enjoys wine, women and nice clothes. He loves softball and parties, parties, parties.

Frank is an independent thinker who left a promising career in professional baseball to play for the "A" Team. He has hit many a "homerun" for ATM as he runs from job to job as if he were going from base to base.

Artisan is truly proud to have a "pro" like Frank Zampese, Jr. as a member of its tiling family.

GC OF THE MONTH

There is a company here in New Jersey that started some five years before Artisan (over thirty years ago) which has had the same steady growth pattern ATM has experienced. Today, The Henderson Corporation (Henco) of Raritan is a firm fused with a unique project management system including Construction Manager, Designer and General Contractor.

To quote one of Henderson's brochures, "One of the surest ways to guarantee quality is by maintaining effective working relations with suppliers and subcontractors . . . "

This simple philosophy has made them one of the most respected and loved firms in New Jersey.

Words like successful, committed, sophisticated, professional and experienced are synonymous with The Henderson Corporation.

Names like Cliff, Ed, Frank, Alex, Alan, John, Wyatt, Francis, Bob and Red are just a few of the many good friends we have been fortunate enough to be associated with over the years.

We have also been privileged to work for Henco on such projects as Ortho Pharmaceutical; E. R. Squibb; Ethicon, Johnson & Johnson, Knoll Pharmaceutical, Christian Health Care, Somerville Senior Citizens, ADP and many many more.

Henderson's original newsletter was the initial inspiration for our own ARTISAN ADDENDA.

With much respect we express our sincere gratitude to this quality firm and hope that we can continue our relationship for many more years to come .

We wish them continued success in all that they do and congratulate them on being our February/March General Contractor.

Thanks . . . . .

JOB OF THE MONTH

MALLS, MALLS, MALLS

All our readers will enjoy "Walking all over Artisan" when this issue's featured job is completed. The Freehold Raceway Mall for Wilmorite takes center stage this time.

This mall consists of 250,000/SF of Crossville 8 x 8 floor tile set with Laticrete. For your shopping convenience and pleasure there will be nine different colors used including 4" and 8" hand made dots, clipped corners, diamonds and marble inserts.

An unusual combination of Rosewood, Burgundy and Bayberry tones and geometric stripes will delight the eye.

The two-story mall will consist of four anchor stores, Sears, which ATM is under contract to do, Lord & Taylor, Penney's and Nordstrom's along with hundreds of other speciality stores and several great places to eat.

We're all anxious for this project to be completed and look forward to walking all over yet another "Artisan" award winner.

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

SUPPLIER OF THE MONTH

Catco Marble & Granite Corp., East Brunswick, NJ, a division of Catco Overseas Enterprises, Inc. is this issue's material supplier.

A full line marble and granite material supplier featuring tiles, slabs and custom orders, Catco's Architectural Division is unsurpassed.

Artisan Tile & Marble has worked with Catco on many projects including Wilmorite's Freehold Raceway Mall; Kaplan's Seacourt Pavilion Loews Theater; Bancon Ramapo Bank; Iris Slater Office Building; Matrix Forsgate Country Club; Atmor Archie Jacobson; Staten Island Mall and the award winning Colgate Office Center in

Bridgewater for Sudan Constr. Co.

Sam and Joe are true professionals in their field and it is with great pride that we include them as our February/March Supplier of the Month.

SMALL BUT NOT FORGOTTEN

In keeping with our ongoing saga of small projects, here are some more of our "quickies":

We invested in Steve and Paul Nebesne when they did the Central Jersey Bank for Graham; "quietly" Nick Zangrando and Nick Loffredo did the Pavonia Library for Miller; we used the right combination when Johnson, Welter, Zangrando and Loffredo did Key's Linden School #2; Leske's Westminister Bank drew interest when ATM's Danny Cordasco and Nicky Zackashefski were finished there. More to come . . . . . .

To help celebrate Valentine's Day the following is a previously published poem written by one of ATM's own . . .

DREAMS OF YOU

I always wondered if dreams
come true
And just how long they would last
Never knowing what I would do
If this dream just went past.
I always wondered if dreams
showed me
Just how much I really care
Always thinking of how it would be
If precious moments we could share.
I always wondered if dreams
could talk
And just what words they
would say.
I always wondered if dreams
come true
Because if they do, this dream's
for you.

K. S.

YOUR BACK AND YOU
TIP #2

Sit with your back against the seat when driving. You might also keep a rolled towel in your car to support your back. The steering wheel should be close enough so you don't have to stretch your arms. Move the seat close enough to the wheel so that your knees are higher than your waist.

JOIN US NOW FOR A TRIP DOWN MEMORY LANE

DO YOU REMEMBER WHEN . . . . . .

Arn, John and Al were ATM's only employees . . . all were over six feet tall . . . left handed . . . sported crew cuts and had three children.

All of Artisan's offices put together had less room than one good closet.

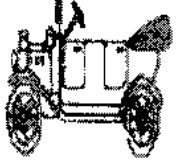
Remember when we bowled at lunch . . . played Pinochle after work . . . went to Mom's Restaurant. . . remember Haggerty's . . . Dale . . . Rockne . . . Sam at Fortune . . . remember when Doreen would type for ATM while the kids napped at home.

Remember when secretary's were named Cathy, Dorothy, Wendy . . . Epic shared an ATM office behind a fire – house. Remember when ATM had one secretary (now there are five women in the organization – are they taking over?).

Remember when in the summer you could find a sixteen year old Baltimore High Schooler named Jim and a twelve year old mustachioed son named Ken in the warehouse.

Remember when Bill Buehler shared his wisdom . . . . .

Those were the days my friends . . .



FUTURE

Contrary to many beliefs, I don't classify myself as a true optimist, but I don't believe all of the gloomy, doomsday economic forecasts and reports about the future of our tile industry. I believe in New Jersey, it's still the second richest state in the nation with an average income that rose 8.5 percent last year.

Retail store sales in our state in 1989 were $35.5 billion and new car dealers registered their highest sales ever at $11.4 billion (ATM was responsible for five of these new vehicles). I am confident that the 1990's will be a new decade of continued prosperity in the N. J. construction industry.

A GREAT FUTURE . . . . BUILT ON A GREAT PAST
Here is a partial list of our Artisan projets, not yet started, that you and your heirs will be walking all over in the future!

Houlihan's Restaurant – Farmingdale, NY – S. C. Nestel, Inc.
Beacon Hill Club – Summit – Himber–Ryback Construction
Hoechst Celanese – Short Hills – Briscoe Company, Inc.
Ocean County Juvenile Detention Center – Dover Township – Soldo Construction
Interim Sludge Handling – Newark – Conduit & Foundation Corporation
Burroughs Development – Paramus – Burroughs Corporation
Air Canada – Newark Airport – O.A. Peterson Construction Company, Inc.
Merck Building 81 – Rahway – Johansen Company
A & P – Morristown – Noeller Industries
Sacred Heart Church – Lyndhurst – Remm Construction
G.P.U. Simulator Building #14 – Forked River – Damon G. Douglas Company
Lionel Leisure – Seacourt Pavilion – Toms River – Kaplan Organization
Howard Savings Bank – Livingston – Edward Leske
Interferon Sciences – New Brunswick – Henderson Corporation
Prudent Publishing – Landing – Can–Do Construction
Rickels Hom – Toms River – C. Raimondo & Sons Construction Company
Crystal Run Building 35 – Middletown NY – Crystal Run
War Memorial High School – Sayreville – Bari
Nordstrom Garden State Plaza – Paramus – Bayley
Water Treatment Plant – Wall Township – Cruz Construction
518 Business Park Building II – Skillman – DKM
North Brunswick Pumping Station – Dunham
Teaching Theater Rutgers – New Brunswick – Garlatti Construction
Squibb Chemical Building #48 – New Brunswick – Gilbane
Waterford School – Gittens
Rutgers Environmental & Occupational Health Services – Piscataway – Howell
Hillsborough Municipal – Kaslow & Jeffrey
Northwest Total Care Center – Kuhn, Smith & Harris
Princeton Medical Center – Lehrer/McGovern PA
Howard Savings Bank – Livingston – Edward Leske
Bernardsville High School – Lott
Waldes–Truarc – Somerset – Mahony Troast
Yves Saint Laurent – Orangetown, NY – Meridian

Newport Office Tower – Jersey City – Northeast Construction
Shop-Rite – Clinton – Northwood
Sears, Roebuck & Company – Freehold Raceway Mall – Raimondo
Bankers Savings Bank – Perth Amboy – Michael Riesz
Mental Health Facility – Newark – Ro-Mar
Middlesex Adult Corrections – North Brunswick – Saturn Construction
United Parcel Service – Mahwah – A.P. Schmidt
Fairlawn Technical Center – A.P. Schmidt
Ocean County Juvenile Detention Center – Dover – Soldo Construction
The Morris Museum – Morristown – Sordoni
Tops Appliance City – Lakewood – Sudler Construction
Martindale-Hubbel Company – New Providence – Torcon
New Jersey American Water – Millburn – Vanas
Claire's Boutique – Freehold Raceway Mall – CRS

I do hope in future issues as things pick up again, I will be able to see more and more of your names here in the ARTISAN ADDENDA.

The original concept of this newsletter was to keep you informed. I hope it does . . . but I have seen it also evolve as a means, in some small way, for me to be able to show my gratitude and pride in working with each and every one of you.

As we begin a new decade of "Artisan" installations, I can't wait to let everyone walk all over even more Artisan installations.

And speaking of the future . . . .
Look who's on the front page of the "Bound Brook Herald"
TIMMY SICKORIA

HEALTH UPDATE

MAN DOES NOT LIVE BY TILE ALONE . . .

In keeping with our weight loss fitness program here is a tip to keep off those lost pounds. This article is taken from a recent medical newsletter.

" . . . Dieters who tried to maintain their newly trimmed physiques by cutting down on the number of calories they consumed tended to regain more of their lost weight than those who simply increased the amount of time spent walking, jogging, and engaging in other forms of aerobic exercise. Over the course of 12 months, in fact, the calorie watchers regained an average of seven pounds each, while the exercisers' total gain worked out to fewer than two pounds per person. It's true that the exercisers were eating an average of 138 fewer calories each day than they were before trying to lose weight in the first place. But the calorie counters were averaging 335 calories fewer – yet still regaining more weight!

The moral of the story: once you've gone to the trouble of losing weight, by adding an extra two to three hours to your weekly exercise routine you can have your cake – or at least a piece of it – and eat it too."

1 – 2 – 3 & 1 – 2 – 3

THE FACTS . . . JUST THE FACTS

Matt's off to college . . . Sickoria's bowling superbly . . . Walter and Frank both got engaged . . . Nancy's knee operation was a success . . . Bob is back . . . Welcome to Cheryl Harlander our new receptionist . . .

Congratulations to the Vaganek's on Olga's black belt . . . Michelle made the honor roll . . . Best wishes to Fran on her new venture . . .

Happy 65th Uncle Joe . . .

Congratulations to Anna & Fritz on their 40th!

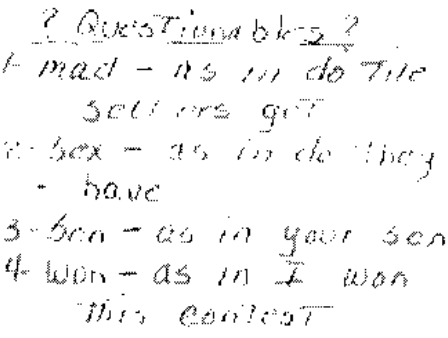
WORDSEARCH UPDATE

We were amazed by the number of entries in our wordsearch contest. We heard from old friends, workers, G/C's, other tile contractors, etc.

We had faxed entries, mailed entries, multi-sheeted entries, typed entries, hand written entries and even computer printed entries.

We hope that everyone enjoyed the puzzle which took twenty minutes to make and we believe hundreds of hours to solve whether in enjoyment or in frustration.

Our master list included 121 tile related words and 197 miscellaneous words for a total of 318 words. Most often missed words were: Acid; Furan; Substrates and Akemi. Some of the entries included comic relief such as the one below submitted by Tommy Burns.

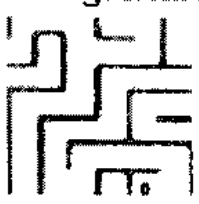


Everyone included the word SEX. We're glad to see everyone is enjoying themselves or are we all just a little frustrated?

Some "teasers" picked up by our contestants were: Ectka (extra); Epoxx (epoxy); Groot (grout); Warenouse (warehouse) and Fioor (floor).

I was especially pleased, personally by the people who included "polish" as in shine and "Polish" as in Sekora.

Cash prizes were given to the top 13 winners. Congratualtions to all you puzzle solvers out there. We had fun, and hope you did too!



A TIP OF THE HAT TO . . .

Tracy Neilson (Jayne's daughter) who along with 87 other North Brunswick High School students "rocked around the clock" last Friday and Saturday.

These concerned kids spent 24 hours in rocking chairs raising money from pledges they received for the Cerebral Palsy Foundation.

It's really great to see teenagers investing their time in such a worthwhile cause.

Congratulations Tracy, your ATM Family is proud of you.

AND ANOTHER TIP OF THE HAT ALSO GOES TO . . .

Michael Kearns who worked in the shop to the wee hours of the morning cutting marble for Dellanno's Cargill project.

Thank you Michael, your men truly appreciated your selfless effort.

'Tis time for the wearing of the green and we wouldn't miss the chance to wish all our Irish friends (and those of you who become Irish once a year) a HAPPY SAINT PATRICK'S DAY

♣ ♣ ♣ ♣ ♣ ♣ ♣

JUST TO MENTION SOME NAMES . . .

Al Ewington and Jim McArthur – Sudler

Continental Insurance;

Bill Gesang and Joe Covello – Henderson's Atlantic Mutual;

Koz and David Kennedy are at Dellanno's NEC;

Steve and Paul Nebesne can be found at Lowes in Seacourt Pavilion;

Pete Schmitz and Richie Morelli are at Henderson's Atlantic Mutual;

Dave Senuto and son D.J. doing Blanchard's Elizabeth General Hospital;

Ralph Walker and John Salerno still at North Brunswick High School, Soldo's project;

Frank Zampese and his son Frank Jr. are working at Hall's Runnells Health Care job;

Nick Zangrando and partner Nick Loffredo can also be found at Runnells;

Jack Sweezey along with Bobby Conkling now tiling at Noeller's A&P;

Russell Westendorf and Robert D'Ambola another team at Henderson's Atlantic Mutual;

Ken Bleakley and Robert Weyrick spend their day at Hall Runnells job;

AND

Our gang at the Freehold Raceway Mall consists of

Danny Cordasco and Nicky Zakashefski

Patsy Cordasco and Jim Bollentin

Tommy Burns and Michael Cicchino

George Walenta and Rich Pettoni

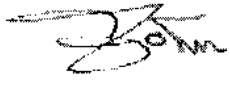
Jim Pyanoe and Al Roncaioli and Ernie Pence

All these guys are doing fantastic tile jobs at their respective sites.

We know many people will enjoy walking all over Artisan when they get finished.

☺ ☺ ☺ ☺ ☺ ☺

CURTAIN CALL

Never put off till tomorrow what you can do today . . . . . cause if you enjoy it, you can do it again tomorrow!

Enjoy . . .