Artisan Addenda

1990 Summer

issue #7

To talk of many things...

King Kustomer

Every business magazine that you read lately seems to have as its main topic - Customer Service. We see lead-ins like "Satisfy Customers First"; "Give Customers What They Want"; or "1990's the Decade of the Customer."

With a general take-it-or-leave-it attitude and so-so installations as the norm in our construction industry lately, all the periodicals are now preaching "Back to Basics." At Artisan Tile & Marble Co. we have always believed that the customer really does come first. It seems so simple - we at Artisan exist by serving our oustomers. We have always been customer-driven, but that doesn't mean that every now and then we shouldn't reappraise our company, make necessary changes, refocus and rededicate ourselves to a sophisticated appreciation of our customers needs.

With a slew of tile companies of a similar nature to ours, it makes it tough for ATM to stand out, especially while price competition has resulted in margin-killing bids for market shares. Yet, every worker who deals directly with our customers (including our GC's, suppliers, owners, architects, etc.) makes or breaks our company's image. If ATM's Gospel is to focus on it's customers and to grasp their needs, then a friendly, professional staff is twice as important as operational factors.

If we are to generate an "Artisan" good will and service excellence, if we are to make a stronger commitment to our customers, we must remember we are all in Public Relations. Every employee, secretary, driver, office worker can make a difference through their own individual skills to enhance the basis of our customer relationships. We can't just talk about customer service, we have to roll up our sleeves and make it work. Let's all be adamant about the need to listen to our customers desires and to be responsive to their needs. All of our ATM family knows that we are the best; now let's rededicate ourselves to making our Customers, truly, King...

J.J.S.

⋆ Leading the Parade ⋆

For the 3rd year in a row, our very own Artisan Tile & Marble Co. of N.J. Inc. has won First Place in the annual Masonry Awards which was jointly sponsored by the N.J. State Conference of Bricklayers & Allied Craftsmen & the Mason Contrs. of New Jersey.

ATM captured the prestigious awards for Tile at Driscoll's Jersey Shore Medical Center, & for Marble at Miller's The Trust Co. in East Hanover. Many thanks to our tireless workers for their dedication....you make us "Artisan" proud.

EMPLOYEE OF THE MONTH

Honors for Employee of the Month go to Nancy Sekora. Nancy, presently on leave for her 6th knee surgery (Get Well Soon!), is a graduate of Fairleigh Dickenson University in Madison N.J. & is the mainstay of our estimating & public relations staffs. Over the last several years Nancy's friendly greetings & helpful disposition have created a stronger bond between our company & our customers.

As a young, single, & independent business woman, Nancy is one of the up & coming forces in our tile industry (cementing John's philosophy of females in construction.)

Nancy's hobbies include collecting Precious Moments figurines, playing the guitar, watching her favorite soaps, and her newest hobby, cross-stitch.

Nancy has been very involved in her community, she sings in St. John's folk choir, she was a teacher of CCD & was the director of a Confirmation program called Luke 18.

If you want a true example of an Artisan employee - talk to our Nancy...she's bright, witty, articulate, always informative, helpful & beautiful (she's everything you could ever want in an employee - or a daughter)

She is also kept on "her toes" by her niece, Nicole. Nancy is an asset to Artisan Tile & we want to wish her a quick recovery and hope to see her smiling face back in the office soon!

♡ ♡ ♡ ♡

MECHANIC & HELPER OF THE MONTH

This issue's recipients of the Mechanic & Helper of the Month awards are another family team

Steve & Paul Nebesne

Following in the footsteps of other father & son duos like the Senuto's, Zampese's and Batman & Robin, this Local 52 & 77 team hail from Bricktown N.J.

Local 52

Steve is a man who really gets around, owns a boat (yacht?), does a lot of walking, & drives too far to work. He is also very involved in the Marine Corps League.

Steve is also a weekend person who doesn't just put his feet up & sip bloody mary's. Picture on work, family & community, Mr. Nebesne is a perfect example of a hard working, nice guy, Artisan craftsman.

Local 77

Paul, the 2nd generation, Nebesne follows in his father's profession. Paul, a good looking bachelor, is noted for his great physique (pumping iron or tile?)

Like his forefathers, Paul is dedicated, industrious & gentlemanly - a combination that truly sets him apart as this month's star helper.

Every profession has its family trees, but the tile industry & Artisan especially, are extremely fortunate to have the team of Steve & Paul.

Homemade baked bread, flowers & cards could never be appreciated more for "nice people" from nice people. Thanks!

Project of the Month

Selecting one single project for this issue was extremely difficult. With so many interesting & varied jobs working, it was a real task to finally choose just one. The "Project of the Month" was eventually selected because of its unique design, size and the speed in which it was to be completed.

The Project of the Month for this issue is Morse Diesel's NYNEX in Orangetown, N.Y. (Yes we do work in N.Y. - but not Manhattan).

With 20,000 sq. ft. of mud 2" X 2" floor & an aligning 1° high 2" X 2" base & 4-1/4" X 4-1/4" wall tile & a 16" wide (7° repeating) 4-color design of white, grey, navy & teal, this project has one of the most interesting toilet layouts we have seen in many years. Besides the 16 gang toilets, the project also contains 6,000 sq. ft. of kitchen wall & quarry tile grouted with epoxy. The servery is a special layout of 3,000 sq. ft. of 12" X 12" floor & base, and 4" X 4" wall in a complicated design, by HOK, of slate, purple, heather, white & teal, all also grouted in epoxy.

Working with a crew of 14 men, from Locals 52, 88 & 77, this 4 story project will be completed in 10 weeks.

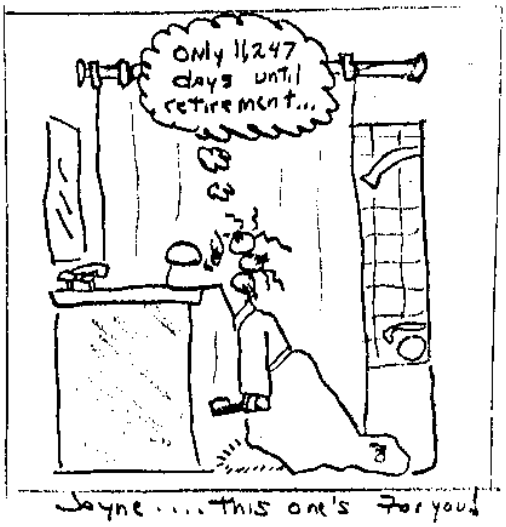
NYNEX certainly made the right call with an Artisan team lead by Bill Gesang & Joey Covello.

G.C. of the Month

Making a splash this summer, as G.C. of the Month, is Miller Construction Co. Operating in Jersey City since 1947, Miller is considered to be a "full service" contractor. Their services range from architectural planning to general construction. With the firm belief that "...the process of actually building a building is still half science and half art...", Miller is sure to keep splashing for years to come.

Diving into first place honors, Artisan Tile has been named first place winner in the 7th Annual Masonry Awards in the marble category for our work at The Trust Co. of East Hanover, N.J. The project, proudly completed under the direction of Miller Construction, consisted of 18" X 18" black tile and 12" X 12" rose & black marble. This field cut combination creates a diamond pattern, which covers the floors, walls and counterfacing.

Having many of the same beliefs and standards there's no doubt why Artisan and Miller make a winning team.



A special thanks to
Aunt Rita & Uncle Joe
for the
Balto. Crab Soup, Pound Cake,
UTZ Potato Chips
&
All their love.
(We love you!)

♥ ♥ ♥

A sign on the desk of my assistant says:

"Lack of planning on your part does not constitute an emergency on my part"

Thanks Peg...Love John

News Worthy

We have seen the following ATM family members in the newspapers lately:

Nancy Sekora & Nicole Pence Shared a picture & article on Busy Bee & the Memorial Day Parade in the PD Review.

Michelle Sekora made the front page (in color yet) of the News Tribune as the last senior class & the last of 5 family members to graduate from St. Pius X H.S. in Piscataway on 6/9. (**Pius Lives!**)

ATM was once again honored for work at the Newport Centre Mall with a 5 page article in the nationwide "Tile World" magazine. Reprints will be included with the next issue of the Artisan Addenda.

"What On Earth"

To All:

As part of our "contribution" to the Earth Day movement:

1.)Styrofoam cups will no longer be supplied to ATM employees. Office personnel please make arrangements to supply your own permanent hot & cold cups. (labeled)
2.) We will purchase only recycled paper for internal computer use & for future newsletters.
3.) We again encourage energy conservation (recycling, turning off lights, etc.)
4.) ATM will be purchasing an acre of rainforest to be set aside from deforestation - any employee contributions will be matched by ATM. This land is being purchased through the Rainforest Alliance in an effort to save the beautiful forest areas of the Montverde Cloud Forest Reserve in South America.
Advise JJS of any other suggestions.

Making the Grade

A new word to use - **ARTISAN**

- *A trained or skilled workman*
- *A mechanic or craftsman*
- *One (as a carpenter, plumber, or tailor) trained to manual dexterity or skill in a trade*
- *A skilled craftman*
- *A manually skilled worker*
- *The tile company ahead of its class*

BRIGHT SPOTS

Michelle Sekora - recipient of the Gold Award, the Girl Scouts highest award for outstanding accomplishments in leadership & service. She has also received her "white belt" in karate and will be the Artisan Addenda's assistant editor this summer.

Jim McArthur - Welcome Back! It's nice to see old friends working again.

Matt Sekora - obtained a 3.6 GPA at Ryder College this semester and will be joining the "A" Team this summer.

D.J. Senuto - Good Luck in College.
(You made the right choice)

Ken Sekora - Blew them away at the Seaside Heights Truck Show, with his RAD TOY, and won 2nd place over-all in his division. Congrats Kenny & his "Rad" team.

Tiffany Groves - 3rd grade math winner at St. Rita's School in Baltimore and a local newspaper celebrity.

ATM - Received a certificate of appreciation from the Highland Park Center School for the donation of a kitchen floor.
(Thanks Kenny, Danny, and Nicky)

Peg & Mark Clark - Congrats on their 25th Wedding Anniversary.

John J. Sekora - Celebrated his Big 48th Birthday on June 3. Happy Birthday John, from all of us at Artisan.

☺ ☺ ☺ ☺ ☺

Going, Going, Gone!

Ten of our ATM family members took JJS up on his "Let's get healthy" program and registered another 101 total pounds in weight loss. Artisan was proud to issue $5,050.00 in bonus incentives to these "skinny" & healthy employees (now if he could only get them all to buy bicycles.)

Ball - Buster's

This years Artisan Softball team has had a very exciting season. With a winning record (including a 6 game winning streak), everyone at ATM is proud of their making the play-offs!

This year's Artisan A-Team consists of

Ken Sekora	*Mike Kearns*
Frank Rutkowski	*Patsy Cordasco*
Walt Rutkowski	*Ron Weller*
Jeff Singer	*Dennis Driscoll*
Robert Scofield	*Sal Vitello*
Robert Majorczak	*Joe Vitello*
John Boylan	*Lou Marino*
Matt Sekora	*Harvey Sirota*
Fred Singer	*John Sekora*

Tony Pasqua

Great Job . . . Thanks Guys!

☞ Let's Not Forget ☜

Carol Pence, Kenny Bayer, & Cheryl Harlander, best of luck in your new endeavors.
Nick Zangrando & Frank J. Palin on their retirement. (Thanks Guys!)
Nancy Sekora, Paul Petriella & Ed Joerg - Get Well Soon....
Frank Zampese & Frank Jr. condolences on the passing of Frank Sr.'s mom.
Mother Earth, she deserves more than just one day a year - Let's all Help
✂ *RECYCLE* ✂
✂

A Good Thing Is Worth Repeating

Our attorney Michael Fasano stated he really enjoyed seeing his name in print in our April Fool's Edition & was looking forward to seeing his name in print again...so... Michael Fasano, Mike Fasano, Mikie Fasano, M. Fasano, Tonto Kowolski...

PAST PERFORMANCES

(thru 7/1)

Danny Cordasco & Nicky Zakashefski *leading the way on our fast track 1.5 million dollar Mall.*

Tommy Burns & Mike Cicchino *have been off and running at Wilmorite's Freehold Raceway Mall.*

Patsy Cordasco & Rich Pettoni *have been racing along at: Wilmorite's Mall; Tish's Scudders Day Care; Austin's Advance Publication in S.I.N.Y.; Design Interface's Beneficial Mgmt.-Peapack; Johansen's Merck Bldg. #81 in Rahway.*

Al Ewington & Nick Loffredo *have shown great class at Bari's War Memorial H.S.; Raimondo's Grand Union-Howell; Kaslow & Jeffrey in Hillsborough Municipal & Al was with* **Jim McArthur** *at Kaplan's Lionel Leisure at Seacourt Pavilion.*

Bill Gesang & Joe Covello *are making the right call at Morse Diesel's NYNEX in Orangetown N.Y.; Bari's Randolph Municipal Bldg.; Atlantic Mutual for Henco and Schmidt's UPS-Mahwah.*

Charles Kupiec (Koz) & Dave Kennedy *have been doing time at Saturn's Middlesex Correctional.*

Tim Mc Dougal & Ken Guizard *are making the calls at NYNEX Admin. Bldg. for Morse Diesel, along with* **James Moore & Joe O'Brien.**

Steve & Paul Nebesne *are picture perfect at Loew's Theater in Toms River for Kaplan, Hall's Runnells Hospital & Hall's Bayshore Medical.*

Pete Schmitz & Rich Morelli *have been leading the field at: Henderson's Atlantic Mutual and Beacon Hill Club for Himber.*

Dave & D.J. Senuto *have produced winners for Gordon's Block Buster Video and Nordstrom's Garden State Plaza for Bayley.*

Dave & Nick Loffredo *are smelling the roses at Meridian's Yves St. Laurent.*

Ralph Walker & John Salerno *have put up the right numbers at: 518 Business Park in Skillman for DKM; Himber's Beacon Hill-Summit; Bari's War Memorial H.S.-Sayerville; Northwood's Clinton Shop-Rite & Damon Douglas' GPU. (Looking Good!)*

Frank Zampese & Frank Jr. *are winning by more than a nose at: Meridian's Yves St. Laurent, N.Y.; Ro-Mar's Mental Health Facility in Newark; Bayley's Nordstrom's Paramus.*

Nick Zangrando & Nick Loffredo *have gone the route at Henderson's Atlantic Mutual in Madison.*

Jack Sweezey & Bob Conkling *have gone to the bank with these winners: Leske's Howard Savings Bank; Riesz's Bankers Savings-Perth Amboy; Sordoni's Morris Museum-Morristown; Ingrassia's Livingston H.S.*

Warren Winter & Carlos Hunter & Ken Bleakley *have checked out fine at Northwood's Shop-Rite in Clinton.*

Richie Strunk & Robert Weyrick *are moving into the stretch at: Torcon's Martindale-Hubble in New Providence; Gordon's Block Buster Video; Trafalgar Howell's A.B.B. Traction in Ewing; Ro-Mar's Newark Job.*

Russell Westendorf & Bob D'Ambola *at Claire's Boutique for C.R.S.; Original Cookie for Hardcastle.* (Russ gets this issue's Red Badge of Courage for 7 stiches)

George Walenta & Rich Morelli, Al Roncaioli & Al Lepine, Tom Morelli Jr., Jim Pyanoe & Jim Bollentin *just keep galloping along at Freehold Raceway Mall for Wilmorite.*

John Zangrando, Tim Mc Dougal, Dennis Kelley, Bill Lagamma, Charles Paolerico, Joseph King & James Weinsheimer *have been placed at Morse Diesel's NYNEX Orangetown, N.Y.*

James Ozturk & Joe Herald *have been showing at Bomar's Lexington Gardens.*

Randy Sabato & Richie Pettoni *are new entries at Freehold's Hallmark for Battaglia, Ganto's for Commercial, and Barbara Moss for Herbert & Boghosian*

New Closings

Torcon, St. Barnabas Medical Center in Livingston;
Fitzpatrick, Rutgers Recreation Center & St. Francis Hosp. Trenton;
Design Interface, Rutgers Murray Hall;
Herrod, Hyundai in Dayton;
Infante, Laub Commercial Bldg. in Ridgewood;
Herbert & Boghosian, Electronic Boutique, Barbara Moss & B. Dalton Books;
Fisher Development, the Gap, Gap Kids & Banana Republic & Hold Everything in Shrewsbury;
Prismatic, Newark's Northern State Prison;
P.K.F.'s, Land Based Sludge;
Austin Helle, The Laborers Local;
Blanchard, their Securities Co. in Springfield;
Mahony Troast, Gould & Shrady Cottages in Chestnut Ridge, NY;
Century 21 the Somerset Co. Admin. Bldg. in Somerville;
Boraie the Islamic Center in So. Brunswick;
Domestic, N.J. Turnpike. Bldg. 8A;
O.A.Peterson, 1st Fidelity, No. Brunswick;
Beneficial Mgmt. Peapack Vending;
Driscoll, Cardiology - Jersey Shore Medical Center Prof. Advancement Centers for East Brunswick Office Building;
Soldo's, Vernon Municipal Center;
Tormee's, So. Brunswick Senior Citizens;
Henderson's, Hoechst Celanese & Ortho Child Care;
Matrix, 104 Interchange Plaza;
Gordons, Verona BlockBuster Video;
March Assoc., Morris Hills Shopping Center;
Patock's, Count Basie Theater;
Structure Tone's, I.T.T. Corporate Headquaters in Secaucus;
Dunham, Parkway Towers;
Gingeralli, North Dover Elementary School;

And at Freehold Raceway Mall:

Pazur's National Record, Earring Tree & Liberty Travel;
Tom Mallery's C.V.S. & Tender Thoughts;
Battaglia's Hallmark;
Burwyn's Childrens Place;
Blair's Circus World;
Construction Coordinated's Casual Corner;
Ceta's AT&T;
SMI's Limited Express;
Commercial Constractors Gantos;
Wilson's Tannery West and Suede & Leather

One For The LITTLE Folks

Each year Artisan sends out Christmas Cards to all our valued friends. This year we're going to try something different. We are inviting all persons still in school to design & draw this year's ATM Christmas Card. The person submitting the winning entry will receive a savings bond to further their education. The rules of this contest are easy - you must be in school & your entry must be submitted by 10/1/90.

Use your imagination, have fun & enjoy.

Just a Thought

The mind/body connection has become firmly established in medical science.

You may be what you eat, but you are also what you think. Happy thoughts contribute to healing & a healthy physiology. Along with eating & exercising properly, try to accentuate the positive in your life.

(A slightly stolen, partially paraphrased tall Tile tale.)

A man entered Artisan's office looking for employment and found Peg sitting at her desk, intently reading a tile publication. In order to break the ice, he asked, "What are you reading?." Peg replied, "A book on tile..and did you know the greatest tile setters by far were American Indians and the best tile grouters in the world were Polish?" "Yes, I did," replied the man, "I'm looking for a job -", he continued, "My name is Tonto Kowolski. . . ."

Bottom Line

Sometimes it's hard for an employer to express just how much he appreciates the extra effort he sees from his employees.

Very often the boss forgets to say how deeply touched he is when members of his staff go "beyond the call of duty."

Usually it's hard for an owner of a business to show his feelings to a hard working staff giving that little bit more.

Occasionally the President of Artisan Tile & Marble Co. of N.J. Inc. comes upon the reality that he is working with the best people in the world. My sincerest thanks to Peg, Jim, Mike, Jayne, Kenny, Bob, Nancy, Walt, Frank, John, Ron, Matt, Shelly, Tracy, Joan, Dennis, Doris and especially our numerous union workers, the rank & file of Locals 52, 77, 8 & 88. No employer could be prouder. . . Thanks. . .

Enjoy! JJS