Artisan Addenda

Artisan

July/August 1990

Issue #8

The Check is in the Mail. . . .

~Q & A~

An interview with John J. Sekora, Pres. of Artisan Tile & Marble Co.:

Q. "Why do you publish the Artisan Addenda?"
JJS. *"Originally our little newsletter was just to inform our many friends & employees 'What was going on within our company.' Since then I realize it's the perfect venue to honor & thank all those many people who have made Artisan Tile the great company it is today. We now have a mailing of over 1,000."*

Q. "In reading past issues, 2 words are often used -Thanks & Enjoy- why?"
JJS. *"I have always thought I was the luckiest man alive-with all my blessings, thank you's just came naturally. Sometimes it's hard to show-easier to say. Enjoy -that's easy- I enjoy enjoying & enjoy the enjoyment of others. After all, you're a long time dead..."*

Q. "Well then, what do you enjoy?"
JJS. *"With regard to my company - the great people I have the pleasure of working with; the versatility that being a ceramic tile subcontractor offers, the fever of a hectic day and finally the rewards and pride in seeing a completed ARTISAN installation. Personally - I enjoy my family & friends, Maryland seafood, travel, champagne & my solitude."*

Q. "What do you dislike about your business?"
JJS. *"GENERAL CONTRACTORS WHO DON'T PAY THEIR BILLS!"*

Q. "What's in the future for the tile business in general & Artisan Tile in particular?"
JJS. *"Changes within our state's economy caused by bank regulations tightening commerical lending, the back lash crisis from the market, the S & L disasters, a general real estate depression, along with a nationwide credit crunch, give a less than favorable construction economic outlook. It looks like it's going to be the "Nervous 90's." Competition will be keen & dramatic changes will be happening within our tile unions. Artisan will tighten its belt, roll up its sleeves & continue to try to be the best tile & marble subcontractor around."*

Employee Of The Month

This month's employee of the month, is ATM's softball homerun champion. . .Frank "00" Rutkowski.

Frank, a former Marine, has been trained in the art of endurance and precision. Showing his dedication in the field, whether construction, softball, or training, Frank is known to "dive" right in and get the mission done. Even if it means getting a little. . .hmm. .dirty!

Besides playing softball, Frank likes to cheer - loudly - for his favorite team, the NY Mets, as well as trying to master Nintendo Baseball. Frank is a hard worker, a nice guy, and a team player on the A-Team. But most of all Frank is learning to be a family man.

Yes, Wedding Bells are ringing for Frank and his beautiful fiancee' Lisa, at the end of September. Not only is Frank being blessed with a new wife but doubly blessed with his new "little buddy" Lisa's two year old son, Justin.

Justin, who will be the ring bearer at their wedding, is already inheriting Frank's love of sports. The two of them are often found playing catch, wrestling and Justin's favorite (we think Frank's too!) pillow boxing.

So from the Artisan family to the new Rutkowski family, our special wedding blessing:

May the joy that you share and the love that you vow, fill both of your hearts with happiness now... May you find you'll be blessed with more joys to share through a long, and happy life. Congratulations!

Mechanic Of The Month

This month the spotlight shines on Local 52's, Al Ewington - A Great Mechanic!! Al & his family reside in Holmdel, N.J. (although it is rumored there's also an upstate NY estate - "God's" country.)

A man of many talents, Al's work is always done to perfection. "Just when you think it can't be done, Al can do it," that's a proud saying of all that work with him.

ATM honors this months star Mechanic & thanks him for all of his hard work, dedication and for a 'job well done!' For years Al has greatly performed his duties at Artisan. Those of us who know him quietly admire him for his expertise, professionalism & honesty.

Great job Al!

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Helper Of The Month

ATM couldn't ask for a better man than this month's Helper of the Month. It's Local 77's own John Salerno. John resides in Middletown, N.J. with his beautiful wife and their two children-Jenna & John Jr.

Jenna, who is 5years old, keeps her father "on his toes" by performing tap & ballet. John Jr., their 9 year old, is also a super star -but not of stage & screen- of baseball. His team couldn't have made the playoffs without him (maybe the A-Team could use him next season!)

John, when he's not busy being a family man, is a truly hard working individual. It is reported he does more work at Pathmark than any other member in his field. Many wonder for someone who works so hard, how does he keep his hair so neatly combed? ATM gives John a standing ovation for his enthusisam & pride in his work. Thanks. . .

G.C. Of The Month

Hitting an "A-Team" 'homerun' this month is Raimondo & Sons Construction Co., Inc., of Fort Lee, N.J.

Founded in 1923 by Carmelo Raimondo, this winning team is now being 'managed' by his two sons, President Charles J. Raimondo Sr. and Executive Vice President Frank Raimondo.

The team consists of their children Charles Sr. V.P, Shari V.P., Jacey V.P. General Counsel and Jim, Project Manager, along with another 150 team players.

Raimondo's major 'work-out' consists of General Contracting and Construction Management with a specialization in retail and commercial construction, renovations and alterations. The team travels through the mid-Atlantic, and northeast regions where the stats show them to be batting a thousand.

The philosophy of Raimondo Construction, "when all is said and done it is not the bricks and the mortar which comprise a quality building, it's the attitude, concern and service orientation of the people who put them all together," makes it clear why they are such a hit!

Some of the Artisan - Raimondo projects which have scored BIG are: Grand Union-Howell, Rickels/HOM-Toms River, Sears-Freehold, Rickels/Indian Head Plaza-Toms River.

Project Of The Month

Job: Hillsborough Municipal Complex; Amwell Rd. & Beakman Lane; Neshanic, N.J.
GC: Kaslow & Jeffrey Constr. Co., East Hanover, N.J.(Many thanks Ned)
Arch: Duvoisin - Johnson
Project: 7,000 sq. ft. unglazed ceramic mosaic floor tile & 4-1/4" sq. ft. bright glazed wall by U.S. Ceramic Tile; 4,000 sq. ft. of 6" X 6" golden glow & sahara quarry tile by American Olean. In a 2-color border design. All tile set & grouted with products by H.B. Fuller.
Manpower: *Field* - Ralph Walker, Al Ewington, Steve Nebesne, John Salerno, Nick Loffredo & Paul Nebesne.

Supplier Of The Month

In this issue we highlight another of ATM's many material suppliers. Proving that you don't have to be a major mega-bucks tile manufacturer to be spotlighted. Artisan has selected "Bill" Wm. E. Buchler III & his small tool supplying company.

Bill & John have known each other for many, many years. A sales call from Bill is like a visit from an old friend. Bill supplies not just Superior, Marshalltown, Harrington, Target, Felker & a complete line of tools, but also warm hometown humor, a pleasant smile & solid seasoned advice. Bill hails from Greland, Pa. & can be reached at (215) 885-9766. Whether it's hamburgers, homespun humor, or good tools - "Bill knows!" Thanks!!

Hard Hat Award

In this day of Savings & Loan failures, failing economy and rising interest rates, it's a good feeling to have a sound banking institution on which a business can depend.

Artisan Tile & Marble Company is proud to be associated with and to give its first HARD HAT AWARD to Broad National Bank, Newark, NJ.

For 25+years Broad National Bank has been the financial backbone of ATM. With Richard Garber as President & guided by the direction of Steve Quine, Senior Vice President, mutual trust & friendship grew. Through the years, Richard has set for us "Artisan" goals and Steve and his family have become treasured friends as well as 'adopted' members of the ATM family.

It is with great pride that Broad National Bank is given our initial Hard Hat Award & we wish BNB continued success and look forward to another 25+years.

In The Field (thru 8/19)

♦The crowds are cheering at Boraie Dev.'s Islamic Center in So. Brunswick for Richie Strunk, Rob Weyrick, Al Ewington & Jim Mc Arthur.

♦Running home for Crystal Run Assoc.-Crystal Run Bldg. #5 in Middletown, N.Y. are Charles Kupiec (Koz) & Frank & Frank Jr. Zampese, John Sweezey Jr., Bob Conkling.

♦Taking a big lead at Damon Douglas' GPU Bldg. #14 in Forked River are Al Ewington & James Mc Arthur.

♦Fitzpatrick's St. Francis Hosp. in Trenton is where Tommy Morelli Jr. "delivered" a line "shot."

♦Sliding into 1st at Herrod's Hyundai in Dayton are The Kupiecs.

♦Calling all the shots at Kaslow & Jeffrey's Hillsboro Municipal in Neshanic are Ralph Walker & John Salerno.

♦For Mahony-Troast's Gould & Shrady Cottages in Chestnut Ridge, N.Y. rounding the bases quickly are Patsy Cordasco & Rich Pettoni.

♦The smell of victory is in the air at Meridian's Yves St. Laurent in Orangetown, N.Y. with Dave Senuto, Nick Loffredo & Jim Moore.

♦Eating hotdogs & popcorn in Nestel's Houlihan's Rest. in Farmingdale, L.I. are Ron, Frank & Dom Barile and Scott Robinson.

♦Our A-Team is more than just water boys at Raimondo's Grand Union in Howell with Steve & Paul Nebesne, Tom Johnson & Joe Delmonte.

♦Throwing a speed ball at Schmidt's UPS in Mahwah are Patsy Cordasco & Rich Pettoni.

♦Hitting them over the fence at Structure Tone's ITT in Secaucus are John Sweezey Jr. & Bob Conkling.

♦There's a full count at Claremont Wall's Bellcore in Piscataway with John Sweezey Jr., Bob Conkling, Tim Mc Dougal & Kenny Bayer.

♦At Garlatti's Brown-Boveri in No. Brunswick, backing each other up are Tim Mc Dougal & Kenny Bayer.

♦"Let's go to the video tape" at Gordon's Blockbuster Video with John Sweezey Jr. & Bob Conkling.

♦Making all the right calls at Morse Diesel's NYNEX in Orangetown, N.Y. are Bill Gesang, Joe Covello, Bill Lagamma, Tim Mc Dougal, Charles Paolercio & Jim Weimsheimer.

♦Batting a thousand for IMC's McDonalds at St. Barnabas Hosp. are Tommy Morelli Jr., Tom Ricciardi, John Sweezey Jr. & Bob Conkling.

♦In the starting line up is Charles Kupiec at Provini's Macy's in Cherry Hill.

♦Wearing a catcher's mask at Design Interface's Murray Hill are Steve & Paul Nebesne, Ralph Walker & John Salerno.

♦Dave Senuto, Nick Loffedo, Frank & Frank Jr. Zampese are making a "field of screams" at Bayley's Nordstorms in the Garden State Plaza.

♦An epidemic of the "wave" broke out at Blanchard's St. Joseph's Hosp. in Paterson led by Bill Gesang & Joe Covello.
♦The cheerleaders are flipping over Lott's Bernardsville H.S. for Al Ewington, Jim Mc Arthur, Tommy Morelli Jr. & Tom Ricciardi.
♦Hats off to the "RBI's" by Al Ewington, Rich Morelli, Frank Zampese, Rich Strunk, Bob Weyrick, Jim Mc Arthur, Danny Cordasco & Nicky Zakashefski at Matrix's Interchange Plaza.
♦"Holy Cow" what a hit Ralph Walker & John Salerno are making at Raritan Valley Sheet Metal Ford Assembly Plant in Edison.

And at. . .

Wilmorite's Freehold Raceway Mall

Battaglia's Hallmark
Blair's Circus World
Burwyn's Childrens Place
Ceta's AT&T
Capitol's Disney Store
Chandler's Koenig Art
Commercial's Chess King, Fan Club & Gantos
Constr. Coord. Casual Corner
Cranford's Sterling Optical
C.R.S.'s Claire's Boutique
L.Epstein's Suncoast Picture & Daily Planet
Fisher Dev.'s Banana Republic, Gap & Gap Kids
FPF's Male Image
Food Crt. Concepts's Bon Croisant/Fiesta
K-Ron's Gen. Nutrition Center
Hardcastle's Original Cookie Factory
Herbert & Boghosian's Barbara Moss, B.Dalton Book & Electrics Boutique
Mallery's C.V.S., Electronics Carlton Cards, Tender Thoughts
MBR of Freehold Mama Brava Pizza
R.C. Pazur's Liberty Travel, Earring Tree & National Record Mart
Raimondo's Sears
Rausch Alan's Oak Tree
SMI's Limited Express & Southeastern's Brooks Fashions
Things Remembered
Wilson's Suede & Leather,Tannery

AND OUR TEAM THAT DID IT!!

Danny Cordasco
David Zakashefski
Richard Morelli
Michael Cicchino
Patsy Cordasco
Richard Pettoni
Thomas Burns
Michael Visicaro
Alfred Roncaioli
James Pyanoe Sr.
Russell Westendorf
Anthony Aguanno
George Walenta

James Bollentin
Bruce Hrobak
John Boyle
Michael Minervine
Gregory Karace
Michael Florit
Robert Scannell
Florentine Crops
Jary Bush
Steve Koeppers
Adolfo Dicosmo
Robert Neville

New Closings

Bob Sekora reports the following new jobs that Artisan will proudly be working on in the future:

✓Otto, W.Morris H.S.-Chester.
✓Raimondo,HOM-Eatontown. & A&P - Little Silver.
✓Malcolm, Schering Plough - Kenilworth & Deluxe Check Printers - West Caldwell.
✓Tormea, Fort Monmouth.
✓Fitzpatrick, Eliz. General.
✓Provini, Blimpies - Garden State Plaza.
✓Biehn,J.P.Stevens H.S.-Edison
✓GTS, Asbury Park H.S.
✓Design Interface, Peddie School - Hightstown & Seeing Eye Q.T. -Morristown.
✓Evanbow, Pathmark - Belleville.
✓Scafar, Solid Waste Facility - Lafayette.
✓Drill Constr., Summit Trust Co. - West Orange.
✓F. Barbato Constr., Midlantic National Bank - Plainsboro & Central Jersey Bank - Freehold.
✓Gingeralli, Potter Elem. - Bayville.
✓Grand Union,G.U.-Ringwood.
✓CPI, Florsheim - Freehold.
✓F.R Nora, Rhone Poulenc - Cranbury.
✓Eckinger, Chess King - Livingston.
✓Jordan Inds., Irvington Care Center.
✓Infante, Forum School - Waldwick.
✓Leske, Friamount Chemical - Newark.

Tile Nippers

Devoted to the Artisan Tile Family Children:

♥ Beth & Matt Kearns have been helping their parents, Patty & Mike, move to & set up in Piscataway (Patty is still looking for her cooking pots) Lots of luck.

♥ Tim & Kim (with parents Jim & Nancy Sickoria) sent us a post card from a vacation "Down by the Shore." - they're still looking for Jim who was buried somewhere under the sand.

♥ Danny Jr., Danielle, Christine & Jamie along with mom, Debbie, gave Danny Cordasco a "Welcome Home" poolside party (seems they haven't seen much of him since he started Wilmorite's Job). Enjoy!

♥ Nicholas Zackashefski celebrated his 3rd Birthday with his parents Debbie & Nicky - Congratulations!!

♥ Daniel & the twins, Chase & Nickolas took their parents Mr. & Mrs. Russell Westendorf to the Freehold Raceway Mall's Grand Opening (to admire his craftmanship & to show where he got 7 stiches playing leap frog with an unfinished counter).

♥ Bryan & Tracy (Doris "Jayne" Cramer's beautiful children) did a spectacular job in giving their Aunt & Uncle-Mark & Peggy (Donna) Clark - a special surprise 25th Anniversary Party. (Dave helped too!) "Do you wanna Dance. . . . . ."

♥ Kenny Sekora, John's oldest son, is the proud new owner of a house (which just happens to be Mike Kearns' old home). We at ATM wish Ken a lot of luck, we know he'll be going home for his mom's left overs.

♥ Walter & Frank Rutkowski are very proud of their parents' continued support of their Artisan's Softball Team.
(Ken Sekora believes his A-Team wouldn't be in the playoffs without ALL the Rutkowski's. - Thanks!)

♥ And speaking of parents. . .the parents of the following Artisan Employees wish to express their sincere pleasure (and relief) in the return of their darling children back to college: Ron Weller, Michelle & Matthew Sekora.
(Report cards will be published in future issues).

♥ Please call or send your children's information to Peg for future issues.

Santa's Coming To Town

Just a reminder to All students that ATM wants your creativity in designing this years Artisan Christmas Card. All entries must be submitted by 10/1/90 & remember there is a savings bond, to help your parents out on the expenses of school, awarded to the winning entry. Good luck! We at ATM encourage All to participate (plus we need a Christmas Card).

Sekora's Secrets

☺ **There's more to losing weight than just diet & exercise (but without these you will certainly regain any weight loss). What many dieters do not know is that there is a vital catalyst needed to keep losing weight. And without it, we may experience fluid retention, poor muscle tone, sagging skin, constipation & even more weight gain.**

☺ **This catalyst, an important factor for any successful prolonged weight loss, is simply - water.**

☺ **All foods contain water, and when we diet we take away large quantities of food that had provided much of the body's water supply.**

☺ **When we drink extra water, we let our bodies function at peak efficiency, fluid & sodium retention decreases, the liver breaks down & releases more fat, and hunger is curtailed - leading to greater weight loss.**

☺ **Another one of Sekora's Secretest Secrets - try a Shiatsu massage for stress reductions - the best are given by Gary Vaganek of Eastern Arts at (201) 821-7817. Try it - I know you will Enjoy!**

Artisan Makes Headlines

Attached you will find a reprint of a feature article on Artisan Tile which appeared in the April issue of the nationally read Tile World Magazine.

Our prayers go out to Bill Wilson on his father's death.

Please Join

Please Join the Artisan Tile family in showing concern for our environment by participating in a recycling program of your choice.

-This newsletter is printed on recycled paper-

Drive Safely - Schools Open!

☎ Last Call ☎

The enjoyment of summer is almost gone. . .the cold stark reality of winter is slowly creaping closer.

Our business agents report that unemployment is "the worst it has been in the last 27 years." Our contractors say that there's no new work coming out. Artisan's suppliers complain that collections are "horrible."

I guess things could be worse though. . .I guess it's not all that bad. . .after all, one of my GC's just told me. . ."the check's in the mail". . .Enjoy(?)

THRU the Years...

From our first -
To our latest -

Artisan

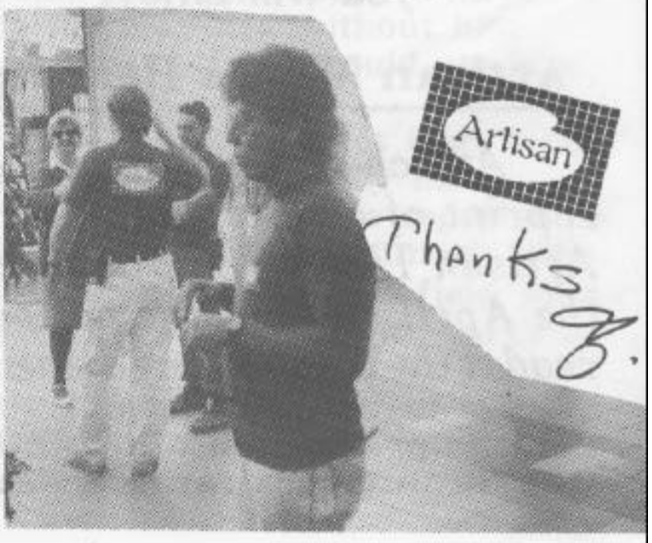
SINCE 1964

1974. Developers begin to realize that shopping centers have a decided socioeconomic impact and that designing environments that encourage social interaction will attract more customers. Paramus Park in New Jersey, developed by The Rouse Co., is a pioneer in the use of natural light and landscaping. It also introduces the food court.

ATM

JUST A FEW ARTISAN MALLS:

Muscarelle's, Paramus Park Shopping Center, NJ
Fuller's, The Common, Millburn, NJ
Scriscon's, Riverside Square Mall, NJ
Muscarelle's, Rockaway Town Square I, NJ
Lehigh's, Kinnelon Mall, Butler, NJ
Entin's, Kinnelon Mall, Butler, NJ
Tom Martin's Rockaway II, NJ
Hardin's, Orange Park Mall, Jacksonville, Fla.
Hoar's, Panama City Mall, Fla.
Rooney's, Broward Mall, Ft. Lauderdale, Fla.
Rooney's North Ave. Mall, Palm Beach, Fla.
Law's, Forest Village Park Mall, MD
Rodger's, Hickory Hollow Mall, Nashville, Tenn.
Island's, Willow Grove Mall, PA.
Melvin Simon's, Newport Centre, Jersey City, NJ
Wilmorite's, Freehold Raceway Mall, NJ



Artisan

Thanks B.