Artisan Addenda

Artisan

Since 1964

Summer 1994

Issue #12

# BRAGGIN' RIGHTS

ONE OF THE FIRST THINGS TO GO WHEN WE WERE TIGHTENING OUR "FINANCIAL BELT" AT THE START OF THE NASTY '90'S - WAS OUR NEWSLETTER - WHICH I DEARLY LOVED TO WRITE. SO, NATURALLY, WHEN I RECENTLY ANNOUNCED THAT I WAS LOOKING FOR EVERYONE'S INPUT FOR OUR COMPANY'S 30TH ANNIVERSARY ISSUE OF THE ARTISAN ADDENDA NEWSLETTER, I WAS CONFRONTED WITH, "NEWSLETTER! WHAT DO WE NEED THAT FOR? AND WHY NOW?". TO WHICH I REPLIED, "WAIT A MINUTE, AFTER GETTING THROUGH THIRTY YEARS OF THE GOOD, THE BAD, AND, YES, EVEN THE UGLY TIMES IN THIS BUSINESS, THE WAY I SEE IT - THIRTY YEARS GIVES ME - BRAGGIN' RIGHTS!"

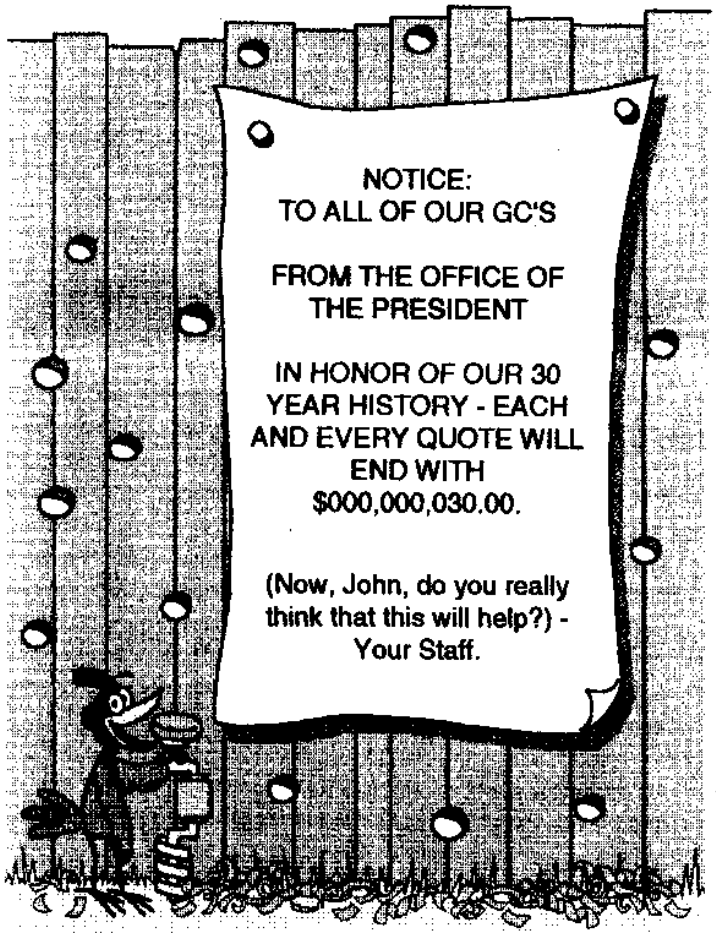
## SO, HERE WE GO AGAIN -

** MARCH '94 NEW JOB CLOSINGS WERE THE HIGHEST FOR ATM SINCE 1989.

" LAST YEAR WE WORKED FOR OVER 265 GC'S. MANY OF THE NAMES ARE THE SAME ONES WE WORKED FOR IN THE '60'S."

** PROJECTED 1994-95 FISCAL YEAR WILL BE THE LARGEST SINCE THE HECTIC '80'S.

" LET'S HOPE THESE ARE SIGNS OF CONSTRUCTION'S LONG AWAITED RECOVERY AND NOT JUST A SHORT LIVED BURP OF ACTIVITY."



# WHATCHABEENDOIN'



***Since we last spoke :***

***Competitors, GC's and suppliers have gone by the wayside - into the tile cuts, as it were - and here we are, proud to say, Artisan Tile and Marble Company of New Jersey, Inc. is still here - (30 years young) and still tiling away. . .***

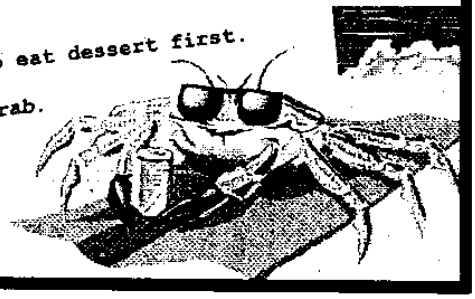
***Since our last newsletter we've worked for these GC's and completed these major projects: (and many, many more).***

| | |
|---|---|
| Austin | Best Foods, Franklin |
| Biehn | Reading-Fleming Mid.Sch. |
| Blanchard | So.Bldg.Hackensack Med Ctr |
| Blanchard | Holy Name Hosp., Teaneck |
| Broan | Foodtown, Whippany |
| Century 21 | Somerset Co. Admin. Bldg. |
| Claremont | SSO Pilot Plant, Rahway |
| CLJ | Restrooms-Staten Island Mall |
| Conover & Brems | Bristol-Myers Fit. Ctr, N.B. |
| Crown | Gr. Union, Lyons Mall |
| Drill | Admin.Bldg., E. Brunswick |
| Driscoll | Riverwood Ctr, Toms River |
| Damon Douglas | Seeing Eye, Morristown |
| Design Interface | Peddie School., Hightstown |
| DKM | Pathmark Windsor Green Ctr |
| Ebasco-Crow | Newark Airprt Control Fac. |
| Fitzpatrick | Brick Hospital |
| Gale&Wentworth | Schein Pharm, Florham Park |
| Garlatti | Rutgers Teaching Theater |
| Howell | Rockaway Towne Sq. Mall |
| Henderson | Merck, Rahway |
| Himber | Grdn. St. SurgiCenter J.C. |
| Herrod | Bristol Meyers Squibb |
| Jordan | Irvington Care Center |
| L.M.B. | Jewish Life Ctr Princeton U. |
| Lehrer/McGovern | Medical Center Princeton |
| Miller | T.P.I Jersey City |
| Muscarelle | The Record, Rockaway |
| Otto | Mendham Schools |
| Palent | 1776 on the Green Morristwn |
| Patock | Manalapan Middle School |
| Pike | Butler Sr. Center |
| Provini | Macys, Garden St. Plaza |
| Raimondo | A&P, Fairview |
| Sempre | Cheder School, Lakewood |
| Skinner & Cook | Benedictine Chapel, Eliz. |
| Stony Brook | Nat. West Bank, Clinton |
| Stegla | McDonalds, NYC |
| Sudler | 10 Corp. Plaza, Piscataway |
| Turner | Bellcore, Morristown |
| Thomas | Morris Co. Police Fire |
| Visbeen | St. Elizabeth, Wycoff |

## ONE LINERS

- Never kill the urge to be silly.
- Today, randomly do an act of kindness for a stranger.
- A little rebellion now and then is a good thing.
- Life is too short - so eat dessert first.

From a real Baltimore crab.



# SYMBOLIC RELATIONSHIPS
## (AS OF APRIL 1994)

| Mechanic Helper | GC Job | Mechanic Helper | GC Job | (Get around don't they?) |
|---|---|---|---|---|
| Tommy Burns<br>Jimmy Pyanoe | Shoemaker<br>Prison, Monmouth County | Danny Cordasco<br>Shawn Stewart | Claremont<br>Dialogic, Parsippany | |
| Danny Cordasco<br>Shawn Stewart | Lehrer McGovern Bovis<br>Princeton Medical Center | Dave Senuto<br>Nick Loffredo | Hackensack Medical Hosp. | |
| Russ Westendorf<br>Bobby Conkling | Blanchard Hackensack<br>Medical Center | Matt Welsh<br>Jack Lardieri | Henderson<br>Anheuser-Busch | |
| Al Ewington<br>Al Frost | Conover & Brems<br>Bristol Myers Squibb | Rich Lalley<br>Bob Walters | Torcon<br>Liz Claiborn | |
| Skippy Faynor<br>Kenny Dillon | Ambrose<br>Hoffmann La Roche | Franco Gentile<br>Vincent Diamonte | Torcon<br>Liz Claiborn | |
| Billy McCaffery<br>Rich Miediema | Damon Douglas<br>NOC | Dale Sabato<br>Tom Mirabella | Torcon<br>Liz Claiborn | |
| John Wassman<br>Chris Poole<br>Jimmy Childs | Drill<br>Broad National Bank | Bob Wayrick Jr.<br>Patsy Cordasco<br>Mike Barna | E.W. Howell<br>Rockaway Mall | |
| Skippy Faynor<br>Kenny Dillon | Klatskin Res. | "Koz" Kupiec<br>Marc Kupiec | Brothers<br>St. Mary's, Newark | |

NOTE: ( sim bi ot ik) adj. - acting together for mutual benefit.

**Thanks guys - you really do put the "art" in Artisan.**

My office has this "Pet Peeve"

Peg - I really do try . . .

## TILE NIPPERS

Devoted to the Artisan Tile Family Children

* **Ken Sekora**, along with wife Kim & "Fluffy"; is residing in Piscataway and is now John's Partner at Artisan Tile and Marble Co.

* **Nancy (Sekora) Czarkowski** and hubby John were blessed with their first child on 5/23/94. Daughter, Jessica Lynn (7 lbs. 3-1/2 oz. 20") Maternity leave.

* **Carol (Sekora) Singer**, hubby Jeff and daughter Nicole (6) are expecting their second bundle of joy in June. Carol is vice-president of Lucky Star Reunion Planners.

* **Michelle Sekora** is graduating from Johnson & Wales in May.

* **Matt Sekora** is attending Seton Hall University and is working part-time in the office.

* **Jim Sickoria** and wife Nancy's children
  - Timmy - a future professional bowler & baseball player.
  - Kimmy - a top gymnast, ballerina & Daisy girl scout.

* **Michael Kearns** & his beautiful wife Patty's children
  - Matt (13) playing baseball & soceer in both Edison & Piscataway. Honor roll student.
  - Beth (17) selected to National Honor Society Piscataway Chapter and waiting for her first car (come on Daddy ... Please!) Pretty Please.

## FRIENDS OF THE FAMILY

*In remembrance*

PAUL PETRIELLA - In the past year our tile industry lost one of its true gentlemen - we will miss him . . .

JOHN JOSEPH KEARNS - Mike's beloved dad pasted away last month. Donations in his name should be made to the American Heart Association.

*Congratulations*

DORIS BADER - Congrats and wishing her well in her Artisan WBE, Inc., after a hectic 12 months of being certified by the State, NJ Transit, Port Authority, Rutgers, etc.

*Bravo*

MICHAEL HINTZ - On being elected President of Fitzpatrick.

*Retirement*

After 14 devoted years of taking care of "Big John", his family, and business - Joan and Dennis Driscoll are "retiring" due to Joan's mom's illness. We wish them health and wealth and will dearly miss them both.

*Thanks*

ARNIE HESS - 30 years ago, you took a gamble and hired a young Baltimore kid, who was fired from Peter Brattie Assoc., and changed his entire life. Today, although you're in sunny Florida, you still effect everything he does and is.
"Thanks, with love and gratitude" . . .

# TILE CUTS

"I just spent an hour reading over the last eleven issues of our newsletter dating back to 1989. It was really nice to relive the old memories and see old names and faces. Tucked away deep in the long forgotten newsletter file was a rough draft of an article I wrote in 1991 (and never published). So, being inherently lazy, I'm adding it here for your enjoyment."

## and all that JAZZ...

MY DAUGHTER NANCY CAME TO ME THE OTHER DAY AND SAID SHE WANTED TO BECOME A "TILE MAN". "IF YOU WANT TO KNOW ANY BUSINESS", I TOLD HER IN MY BEST FATHER KNOWS BEST VOICE, "YOU GOTTA LEARN THE LINGO FIRST". SO SHE WENT ABOUT IT, JUST LIKE SHE DID AT COLLEGE, WITH FURVOR AND ENTHUSIASM. SHE RESEARCHED THE JARGON OF THE TILE INDUSTRY AND SOON BECAME LOST IN ITS GIBBERISH.

SHE SOON FOUND OUT THAT -

WHERE ELSE DO YOU . . .

- INSTALL BULLNOSE (***THIS JOB IS NOT FOR THE TIMID***)
- MIX MILK AND MUD (***JUST LIKE MAKING BREAD***)
- USE RACKS AND ALIGN JOINTS (***ANYONE WANNA PLAY DOCTOR?***)
- WORK WITH DRILLS AND DO CRACK SUPPRESSIONS (***WHO'S THE DENTIST?***)
- USE PADDLES, FLOATS AND WATER LEVELS (***CANOEING ANYONE?***)

AND WITH TERMINOLOGY LIKE . . .

- S-NANCY (***OR YOU COULD BE A "BUTTERFLY" AND BE CALLED MARY***)
- THIN LIP COVE (***SMOOCHERS NIGHTMARE***)
- FURNAN, FURNANE (***AND HIS UNION BROTHER, FORGET IT***)
- BEATING BLOCK, BISCUIT CHIPS, BUTTERING PASTE, CHINA, EGGSHELLING (***COOKING 101, ANYONE?***)
- PRESSING, FEATHERING EDGE, LAP JOINT, POPOUT (***AND MY MOTHER WANTED ME TO BE A TAILOR***)
- GEL, HOT MUD, MIXING TIME, PEELING, RUBBING STONE, SLUMP (***FACIAL?***)

.... OR HOW ABOUT . . . STUD, TAKE-OFF MAN, LEACHING, JITTERBUG . . .

FINALLY, DO YOU KNOW WHAT THE SLANG TERM "CROW HOP" MEANS?

AND THEN, OF COURSE, THE INEVITABLE QUESTION . . .

- IF A TILE SETTER IS CALLED A LAYER, WHAT'S A HELPER CALLED?
- IS THERE NO FAT ON TRIM?

OH WELL, YOU GET THE IDEA . . .

I GUESS THIS IS WHERE MY POLISH HERITAGE HELPS ME

IN UNDERSTANDING . . . ***all that Jazz.***

We also have these future contracts waiting to be Artisan award winning projects to start our next 30 years;

| | | | |
|---|---|---|---|
| Austin Helle | Martin L. King, Newark | Howell | Saks Fifth Ave, Short Hills |
| Belcore | Public Library, Westwood | Daniel J. Keating | Ocean Cnty Hosp, Manahawkin |
| Catrambone | ADP, Parsippany | Kullman | Mem. Mid. School, Little Ferry |
| Claremont | Dialogic, Parsippany | Meridan | Police Department, Teaneck |
| Conklin | New Library, Montville | Muscarelle | Catholic Com. Service, Newark |
| DiRocco | Newark Skill Center | Palent | Continental Plaza, Hackensack |
| Douglas Co. | Clark Nursing Home, Clark | Patock | School # 5, Perth Amboy |
| Dunham | PSE&G, Somerset | Thomas | Sussex County Comm. College |
| Epic | Sciences Bldg, Cook Campus | Turner | AT&T, Basking Ridge |
| Genovese | Westfield Holy Trinity Church | Turner, NY | Fortunoffs, Westbury, LI, NY |
| Henderson | Anheuser Busch, Newark | York Hunter | Child Care, Hackensack |
| Henderson | Elizabethtown Water, Bridgwter | | |

DID YOU KNOW . . .
CERAMIC TILE IS A MATERIAL SO OLD THAT IT PRE-DATES WRITTEN HISTORY AND ONCE WAS SO PRECIOUS THAT ONLY KINGS AND CHURCHES COULD AFFORD IT.
(NEW TILE WORK ANYONE?)

# FEATURE STRIPS

In the past, we've written about the GC of the Month, the Job of the Month; the Supplier, Mechanic, Helper, and Employee of the Month . . . ( you get the picture).
We promise these will return, but since it's been a while, I thought I'd rather just thank all of you again for making the nineties rather nice so far.
To all of our general contractors, suppliers, and business associates - we express our undying gratitude . . . and a special thank you to the following field work forces:

P. Adams
D. Barile
R. Barile
D. Barlics
M. Barna Jr.
W. Barna Jr.
J. Bollentin
C. Boyd
R. Bressler
T. Burns
M. Campos
P. Caputo
C. Carroll
M. Caruso
D. Casarole
J. Childs
D. Clark
R. Conkling
L. Corcoran
D. Cordasco
P. Cordasco
J. Covello
R. Cusson
N. Czarkowski
R. DeAngelis
B. Dempsey
V. Diamante
R. Diaz
K. Dillon

K. Dillon
C. Dimeglio
M. Dinatale Sr.
A. Dipietro
W. Erickson
A. Ewington
M. Falsia
E. Faynor
T. Fee
F. Fondacaro
A. Frost
W. Gesang
F. Gulino
G. Hill
B. Hrobak
C. Inga
E. Jensen
T. Johnson
M. Kearns
D. Kennedy
T. Kubik
C. Kupiec
M. Kupiec
J. Lankford
J. Larieri
J. Lardieri
N. Loffredo
J. Luongo
P. Matturri

J. Mc Cormack
J. McArthur
W. McCaffery
B. McDonnell
R. McLynden
R. Miedema Jr.
T. Mirabella
D. Moncada
T. Morelli Jr.
V. Nadile
R. Orosz
R. Orosz
C. Paige
J. Peck
R. Pettoni
C. Poole
J. Pyanoe Jr.
M. Ricci
S. Robinson
F. Rutkowski
W. Rutkowski
D. Sabato
R. Sabato
J. Salerno
R. Scofield
C. Scrudato
K. Sekora
M. Sekora
D. Senuto

J. Sickoria
D. Sinclair
C. Smith
S. Stewart
T. Stoltman
J. Sweezey Jr.
T. Sweezy
J. Todd
J. Valchiano
P. Vigna
G. Walenta
E. Walker
R. Walker
J. Wassmann
M. Welsh
R. Welter
R. Westendorf
G. Weyrick
R. Weyrick Jr.
R. Weyrick Sr.
P. Wolff
F. Zampese
F. Zampese Jr.

# A LOGIC PROBLEM CONTEST

## ARTISAN JOBS

Ken Sekora, tile entrepreneur, has just started five Artisan teams on five new Artisan jobs, all for different GC's (one is Torcon). During his rounds he noted that each team needs a different number of additional cartons of tile (John's estimating!) (each team is using a different tile). Each job is being done by a different team (one is Senuto). From the information provided, determine the GC, team, number of cartons needed and type of material (one is terra cotta).

1. The Cordasco team needs exactly one more carton than the team on Blanchard's job, but fewer cartons than the one using slate.

2. The Burns team is using ceramic tile. The team on Turner's job needed 13 cartons of tile.

3. The team tiling with marble (which needed exactly 7 cartons of material) isn't the Ewington team. The Ewington team needed exactly 3 fewer cartons than did the team on the Fitzpatrick job.

4. The Wassman team is on the Dunham job. The team that needed exactly 8 cartons is using quarry.

**This chart is to help you record information from the clues, as well as the facts you deduce by combining information from different clues. We suggest you use an " X" for a "no", and a " ." for a "yes".**

| | | GC 'S | | | | | Cartons | | | | | Material | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Fitzpatrick | Blanchard | Turner | Dunham | Torcon | 7 | 8 | 10 | 11 | 13 | Ceramic | Marble | Quarry | Slate | Terra Cotta |
| Teams | Senuto | | | | | | | | | | | | | | | |
| | Cordasco | | | | | | | | | | | | | | | |
| | Burns | | | | | | | | | | | | | | | |
| | Ewington | | | | | | | | | | | | | | | |
| | Wassman | | | | | | | | | | | | | | | |
| Material | Ceramic | | | | | | | | | | | | | | | |
| | Marble | | | | | | | | | | | | | | | |
| | Quarry | | | | | | | | | | | | | | | |
| | Slate | | | | | | | | | | | | | | | |
| | Terra Cotta | | | | | | | | | | | | | | | |
| Cartons | 7 | | | | | | | | | | | | | | | |
| | 8 | | | | | | | | | | | | | | | |
| | 10 | | | | | | | | | | | | | | | |
| | 11 | | | | | | | | | | | | | | | |
| | 13 | | | | | | | | | | | | | | | |

***We are glad to welcome and introduce our newest employees and members of the Artisan family.***

**Mary Ann Campos (Receptionist)**
with husband Dave, and children, Dave, Dana, and Darren reside in South River. Hobbies are bowling, bingo, craft shows. Fomerly from Sempre Construction. Her "happy" telephone voice is a great addition.

**Paul Vigna (Stone Division)**
As an independant consultant, Paul is responsible for all of Artisan's marble, stone, and granite work. He and his lovely wife, Judy, will soon be grandparents. Many thanks for your expertise.

**Rob Bressler (Driver)**
Formerly from Dal Tile, he enjoys softball, bowling, and driving his new truck. Rob's help will keep us tiling.

**Matt Sekora (Estimating)**
As a future lawyer, Matthew enjoys playing cards, billiards and Atlantic City. Couldn't do it without you.

***In thirty years, many things have changed. Artisan started in April of 1964 with just Annie, in his basement. Then came Al and John. Today the names are different but the original ideals and concepts that Annie established are still a big part of our braggin' rights!***

## WE GET LETTERS . . .

The following excerpts are from communications received from our Artisan friends.

* "We wish you the best for many many more." - D. Karp, CEO - Broad National Bank

* "I consider our relationship with Artisan to be one of great value."
- Don Tribus, President - Tribus Companies

* "I am happy for every moment of the association that I have had with you and Artisan. You are living proof that a person can be successful and still be honorable."
- Michael Fasano, Attorney At Law

Urgent message received from Bavaria via Fax:
* *"Happy Birthday, good health and good luck-dear John, your best friends from Bavaria - Herta & Dietmar"*

# ARTISAN STAFF 1994

Photo by: D. Bader

LEFT TO RIGHT: Jim, Rob, Matt, John, Paul, Ken, Peggy, Mike, Mary Ann, Nancy

## NOW, THAT'S SOMETHING TO REALLY BRAG ABOUT . . .

To all our friends,
you helped us to make it this far
Thank you . . .
Thank you . . .
and now for the next 30 years . . .

Enjoy

John

My printer asked me when to expect the next edition of my newsletter;

Artisan
238 Cleveland Avenue
Highland Park, NJ 08904

recycled paper

**We've been away for awhile . . . it's good to be back . . .**

*SEE YOU SOON . . .*