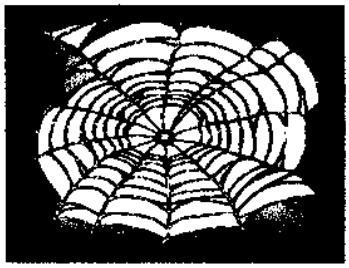
Artisan

ON THE LEVEL. . . IN THE WEB



Artisan Addenda

LQQking into the 'next millenium' --that seems to be a catch phrase constantly being used by both business and the media these days. It's on almost everything we see and hear. It can easily distract us from looking into the ***todays*** and the ***tomorrows*** of our business.

We here at Artisan decided to take a good look at ourselves and the way we do business. We listened to your comments and suggestions, we determined what we needed to keep, and what we needed to do away with (I'll spare you the 'who's been naughty and nice list').

In this newsletter we'll be announcing some of the key changes that Artisan is making ***now.*** After all, how else can we insure that we'll be around to **LQQk into the 'next millenium'**?

◆***Have you seen your name on the internet yet?***
I can show you a place where you can hyperlink to the greatest general contractors, discover dated pictures of Peg and Doris, examine Mike's alter ego, take an Evil Kenevil leap into Matt's world, catch the CEO's crazy cartoons, send Jimmy snail mail, play Paul's jukebox, find Artisan's hidden tile (locate Mr. Mustard in the library?).

➔If you don't have a computer, or an internet browser, run right out and buy one **now**, you don't want to miss this. (see page #2)

◆***Have you heard which local tile contractor was selected to be the next President of the Tile Contractor's Association of America (TCAA) ?***
Would you be surprised if I told you he takes office *in the next millenium?*
- (see page #3)

◆***Can you believe what they're saying about Artisan Tile & Marble (ATM)?***
All we did was send out a few hundred evaluation sheets regarding our recently completed projects to see how we measured up. You won't believe what they told us
- (see page #4)

◆***Did you know we recently computerized our accounting systems?***
It only took us nine months (and counting) and twelve bottles of aspirin, and we're still talking to each other! (see page #4)

There's a lot more I'm looking forward to sharing with you, (this is always the best time ◷ of year to take inventory and make changes for the better)

So read on. . . . . .

My very best wishes to all of you for a healthy and prosperous New Year-

website address:
www.ArtisanNJ.com

FEATURE STRIP

e-mail address:
info@ArtisanNJ.com

Announcing :

Artisan Tile & Marble Co. of Somerset, NJ can now be found on the internet at - www.ArtisanNJ.com

With one of the most comprehensive and unusual websites on the internet, Artisan has once again captured the reins of the construction industry. By combining business and humor in a very unique website, Artisan has once again proven that work can be fun.

No other site includes a detailed history of the company, photos and descriptions of award winning projects, a complete office tour, and a formation of flying GC geese. Visitors to the site can browse through our newsletter library, hyperlink with the greatest of ease to the greatest of all suppliers, architects,and general contractors. They can also carouse with Carol's computer juggler, play peek-a-boo with our own Maryann, while perusing some of the many featured Artisan projects.

Dressed for the formal launch of our website, see Kenny and Rob in their tuxedoed finest.

You can also find out Donna's real identity -while watching Dominic's jackhammer chip away at the competition.

A welcome sign reading **'Always under construction'** means just that. We will constantly be changing and updating the site so we invite you to visit often.

Don't forget to join in on the search for the Artisan treasure. Our hidden tile contest challenges visitors to use their imagination while traveling through Artisan (ATM) cyberspace.

Next upgrade premiers in March,so if you have any changes, corrections, or suggestions for additions - contact us now!

We can be easily reached at our new e-mail address:

info@ArtisanNJ.com

through our website at :

www.ArtisanNJ.com

"It does not yet appear what we shall be...."

In The News.....

- Featured in the December 1997/January 1998 Issue of **Today's Homeowner**, an article entitled 'Crafty Tiles' included our own John Sekora as he gave tips on tile installations. -kudos John.
- The Greater NY/NJ Tile Promotion Fund will once again sponsor the **Celebration of Tile ('98)** to be held at Marriott's Seaview Resort, Absecon, NJ. This year's celebration will be held April 3rd-5th (John was the founding father of this convention) - call for more information.
- In the **Times**, Sunday Edition- July 20, 1997 - on the front page of the Business Section was a color photo of Artisan's marble lobby installation at the Windrow's Princeton project which we recently completed for Suffolk Construction.

T I L E CUTS

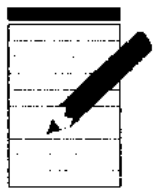
At the recent 89th Annual Convention of the Tile Contractor's Association of America (TCAA), John Sekora - CEO of Artisan Tile & Marble Co. of NJ, Inc. - was surprised and honored to be elected to the position of President-Elect of the Association. When this position ends in two years, John will become the new President of the TCAA in the year 2000. (Yes, we're talking the *next millenium - shades of page one).* If all goes according to plan, John will grab the gavel in glorious Hawaii (you can bet the office staff is wondering who will join him there!).

In these years leading up to, and including, his term as President, John hopes to bring the TCAA to the forefront of not only the tile marketplace, but to also guide it to a more involved position in national policy decisions affecting our industry. John is hoping to help bring the TCAA into the age of excellence.

John would welcome any thoughts or suggestions on ways to help our industry improve and grow strong.

Tile Nippers:

Ken: It was moving day for Ken and his family in December. Along with Kim, and daughter Samantha, they have settled into a new home in Bridgewater. We wish them happy days ahead.



Looking for Nancy? You'll find her in the purchasing/expediting dept. these days. Nancy has a new office and job making sure we get the right tile, for the right job, at the right price, at the right time.

Nancy's daughter- Jessica, and Carol's son- Michael, are doing well at their first year of Busy Bee Nursery School. Both are three years old and enjoying the experience.

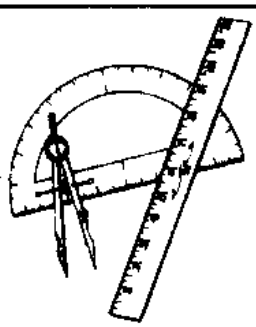
-Finger-painting anyone?

Granddaughter Nicole is still talking about her great recent vacation to Arizona, especially the Grand Canyon. Dreams of becoming a horseback rider are stronger than ever, along with singing and acting!

Daughter Michelle and fiancée Scott are counting down the days now to their August '98 wedding. We wish them happiness and a 'cool' summer day.

Maryann, and husband Dave, became grandparents for the first time last year. Erin Angela was born on Sept. 4th to their son, Darren, and his wife, Jennifer. Congratulations!

Measurements - Artisan Style



As many of you know, for the past year Artisan Tile (ATM) has been sending out evaluation forms to our general contractors for every project we complete. Contractors are asked to candidly (*you know,'on the level'*) evaluate our performance on that project from start to finish.

➔Many thanks to **Legacy Construction** for giving us the idea for this useful business tool!

These general contractors rated our company 10 out of 10 - (the very best);

- *Wm. Blanchard Co.* - Riverview Hospital
- *Construction Technology Corp.*- Stevens Institute
- *County of Morris*- Parsippany Police Academy
- *Michael Riesz & Co.*- Lincoln School
- *Sterns Dept. Stores* - Sterns Newport Mall, Jersey City

+Positive Press:

- *C. Raimondo & Sons* - Waterway Coffee

"We received positive responses...concerning the high level of quality of the work performed"
⇒ Michael Valente, Project Manager

- *Sordoni Skanska* - Berlex Labs

"All field staff were professional and courteous: worked extremely well with other subs, ATM displayed high levels of professionalism"
⇒ Paul Kimball, Project Engineer

- *Koll Management Services* - 300 Lanidex

"We received many compliments on the recent installation by your installer, Chris Vigna...the preparation and thorough manner in which he approached the project was professional and courteous"
⇒ Angela Pomponio, Property Manager

- *J.Nyce Const. Co.* - World Savings Bank

"Overall, a very good experience.."
⇒ Joseph Nyce, President

- *Cali Realty Corp.* - Princeton Lobby

"Paul Vigna did a very good job"
⇒ Scott Goldberg, Property Manager

We thank them for their kind words!

The following evaluations were far below the norm for Artisan (ATM); (We have also included our corrective actions)

- M.M. of *Dunham Construction:*

"Bids should have estimators name on them"
(When confirming bids to general contractors,our new estimating software automatically adds the estimator's name)

- E.R. of *Lehrer McGovern Bovis*:

"Got no return phone calls"
(Our revised phone policy requires every call to be returned within 24 hours)

- S.B. of *Legacy Construction*:

"Poor office to job communication"
(Artisan's new Nextel walkie/talkie telephones allow instant problem solving)

- P.C. of *Wm. Blanchard Co.*:

"Tile availability is the biggest problem"
(ATM has expanded it's supplier base to include several new major manufacturers)

- B.D. of *Tishman*:

"Super has no sense of job urgency"
(Created expediting position and added additional field coordinators)

- P.K. of *Sterns*:

"Invoices are confusing"
(ATM will complete installation of new software system shortly)

Experience is that superb knowledge that let's you know when you've repeated that same damned mistake.

Putting The 'Art' in Artisan

♦ ***The following is a list of projects you will see Artisan on sometime in the future:***

Wm. Blanchard Co. - Hackensack Medical Center, NJ
Prismatic Development - Correctional Facility, Goshen, NY
Wade Ray Inc.- First Union Bank, South Plainfield, NJ
Ingrassia Construction - High School, Vernon, NJ
Bergen Engineering - Post Office, Old Bridge, NJ
Gale & Wentworth - Office Building, Florham Park, NJ
Henderson Corporation - Kessler/St.Cloud, W.Orange, NJ
Artisan Display - United Nations Gift Center, New York, NY
Paul Otto Construction - Elementary School, Franklin, NJ
York Hunter Inc. - Amerisuites Hotel, Secaucus, NJ
C.Raimondo & Sons - Reckitt & Colman, Wayne, NJ
Epic Inc. - BASF Corporation, Mt. Olive, NJ
Joseph Natoli Const. - Marriott, Parsippany, NJ
Sordoni Skanska - AT&T, Florham Park, NJ
Kenmar Construction - Bruce Hall, Union, NJ

♦ ***Recently completed projects include:***

Del-Sano Cont. - Wesley Howe, Hoboken, NJ
J.R. Prisco Inc.- Belcore, Piscataway, NJ
A.P. Schmidt Const. - Merck, Fairlawn, NJ
Damon Douglas Co. - Sika Lobby, Lyndhurst, NJ
Century 21 Corp. - St. Barnabas, W. Orange, NJ
Turner Construction - Passaic Gen'l, Passaic, NJ
Tri-Star Assoc. - General Cinema Theater - W. Orange, NJ
Sordoni Skanska - Hoechst Celanese, Bridgewater, NJ
Murray Construction - Lucent Technologies,Piscataway, NJ
Irwin & Leighton Inc. - Pyne Hall/Princeton University, NJ
Bellemead Construction - Chubb, Florham Park, NJ
Koll Mgmt. Services - Office Buildings - Parsippany/Troy, NJ
Legacy Construction - Electronic Boutique, Wayne, NJ
M.Gordon Construction - AFI Food Service, Port Elizabeth, NJ
Steiner Bldg. Co. - Integrated Company, Lawrenceville, NJ
Kajima Construction - Network Cable, Somerset, NJ
Keating Building Corp. - Biomatrix Inc., Ridgefield, NJ
Barclay White Inc. - Wyeth Ayerst Labs, Mon.Junction, NJ
Torcon, Inc. - Bristol Myers Squibb, Hopewell, NJ
O.A. Peterson Const. - Schering, Kenilworth, NJ

Leaving no stone unturned

or, are we losing our marbles???

I recently found this unfinished note in the estimating department-

Attention All General Contractors:

****

How would you like to take an immediate 25% reduction on your next Artisan bid?
Wouldn't that extra savings help you at bid time?
Now it's possible.
Join the **ATM Gold Circle GC Club.**
It's simple to join - just write your request to bid on the back of a $100 bill and mail to....
(sorry Jim, no go)
****

♦ A priest and a president of a major tile company died, and both appeared at the pearly gates at the same time. The priest was given the key to a tiny little room, but the tile president was shown to a luxurious mansion. The priest asked, "Why?". St. Peter replied, "because we've ***never*** had a tile executive here before.

A Pop - (Pop) Quiz*

***John's granddaughter, Nicole, helped us put together this quiz.**

Whoever mails, e-mails, or faxes us first with **all** of the correct answers, wins a dinner for two with (or without) Doris and John at one of their favorite restaurants (named after one of Nicole's friends, Ginamarie). Relatives can try, but may not be eligible.

1) Name one of Pop-pop's special drinks.
2) What's Pop-pop's favorite color?
3) On what street (and in which direction) does he enjoy his leisure time?
4) Name one of Oma's lovely grandchildren
5) Oma & Pop-pop visit Karen & Bruce, Mark & Eva, Kathy & John (Ginamarie's parents), Dave & Reggie at their.....?
6) Name one of Pop-pop's most listened to sound tracks.
7) What's Pop-pop's fave food from his hometown?
8) My Pop-pop says he's as old as the speed limit, can you guess?

...and, of course **9)**What's Pop-pop John's favorite "ending" word?

NOTICE FROM THE LIBRARIAN: In answer to last issue's "REWARD" notice, Issue #9 was successfully recovered and returned to the Artisan Archives! Congratulations to Mike & Patti Kearns who enjoyed a romantic dinner for two.

Artisan

ATTENTION:
PLEASE CHANGE YOUR RECORDS TO REFLECT OUR NEW AREA CODE AND MAILING ADDRESS

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GREAT ISSUE-
DIVE RIGHT IN.....