Artisan Addenda

God, I really love this job.....

ARTISAN TILE WEEKLY REPORT:

(john sekora shares his notes with you)

Monday: 9:00 am

Tommy, our mechanic, called and reported that *'they'* stole our tile over the weekend and that he doesn't have enough left to continue working. So I told him to go home and go fishing.... Two hours later, after numerous complaints and problems in the office, I left work myself to join him! ***(Monday madness!)***

Tuesday: 3:30 pm

A little boy appeared in our office lobby holding a list. "Mister, can you help me? I'm on a treasure hunt and I need to find a piece of carbon paper, a compass, a map of Poland and a 1955 newspaper". "That's a really hard list", I said. "Who sent you on such a challenging hunt?" He replied, "my babysitter's boyfriend"

(note to Maryann: need a new manager, get boyfriend's name)

Wednesday: 10:00 am

Phone conversation overheard as I walked through the office: "Why wouldn't you believe the blue tile goes in the women's room and the pink in the men's?"

(send architect in charge recent article regarding the benefits of unisex bathrooms)

Someday: high noon

Our general contractor promised:

-to give us that big stone job

-to cancel his unjust backcharges

-to pay his bill in full and put the check in the mail...

(maybe.....someday.....)

Thursday: closing time

⇒ computer crashed - what's a 'fatal error'?

⇒ sealed bid late (didn't have time to recheck), just how many zeros are there in a million dollars?

⇒ if it's not who you know that counts, or if it's not what you know that counts, is it what you do with who you know that counts? (***ask Peggy: who's counting?)***

Friday (Everyday): all day

Chaos, comedic cash flow, costly catastrophes, circus-like charades, clamorous calls, constant calculations, cantankerous craftsmen, cajoling customers, coarse clients, commando contractors, condescending cuckoos.....

('C' John run....run John, run....)

Saturday/Sunday (sundae?):

No report, it's a shore thing! (Living well ***is*** the best revenge)

God, I really DO love this job.....

Hard to believe another year has gone by already! Here at Artisan we are still reporting, still changing, still enjoying.

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

" if you're thru changing - you're thru" ***JOHN J. SEKORA*** ◆

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FEATURE STRIP

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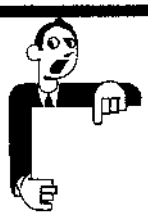
you need an 'attitude'

Yes, the past year has been very busy and successful for Artisan Tile & Marble Company of New Jersey, Inc.
When we asked John to share with us his formula for success, he sent the following in one of his infamous 'To All' office memos;

- success is an attitude
- success is knowing that you are running a business: it's not running you....
- always exceed your customer's (gc's) expectations
- you either have to be first, best, or different
- one of the worst mistakes that you can make is to think you are working for someone else
- success is going from failure to failure without the loss of enthusiasm
- you will never *'find'* time to do anything- if you want time to do something, you must *make* time to do it
- passion persuades: enthusiasm enlists...
- success can only be achieved by making *others* happy (that one's for you Bob)
- as long as you are going to think anyway- you might as well think BIG
- luck is simply good planning and careful execution
- success is a matter not so much of talent or opportunity but of enthusiasm, perseverance and concentration
- *digging* for facts is smarter exercise than *jumping* to conclusions
- your attitude will defeat you faster than your competition
- you need a *positive* attitude

(If at first you don't succeed, skydiving is not for you!)



In The News..... *(AKA: the tile file)*

Our own JJS' photo and quote were included in Crossville's recent national advertising campaign. *(Thank you Steve, Rob and Svend)*

"*Floored by the tile business*"...That's what the architects said about our Celebration of Tile '98 (a local convention started by our own John Sekora). Be at our next convention - **Celebration of Tile '99** - April 9th and 10th. Call for details....

Artisan's 42nd Mall - The Newburgh Mall in New York- was caught on local TV showing our latest mall renovation project. *(great looking Artisan shirts guys!)*

In the July '98 issue of Tile Design & Installation magazine, was a photo of our CEO as chair person of the TCAA Membership Committee meeting in Detroit, Michigan.

Speaking of the TCAA, our AT&T Learning Center was a finalist in the Commercial Division of the 1998 Project of the Year Award.

Thanks to Doris for - 'The Quote of the Decade':
'What you measure and what you reward, is what you get!'

TILE CUTS

Left to right: Joseph Polisi/Pres.The Julliard School,Ronen Segev,Linda Paras/ Pres.National Alliance for Excellence,Veda Kapinsky/Piano Faculty (Chair)

The National Alliance for Excellence (NAE) recently awarded to Ronen Segev, of Houston Texas, the prestigious Alex award for performing arts and a scholarship in a ceremony held in his honor at The Julliard School in New York. Funded by a grant to the NAE from Artisan Tile & Marble Co., John Sekora/CEO stated, "we are pleased to be able to recognize a student of such high caliber who will enrich the lives of so many with his musical talent".

Excellence...worth striving for!

Tile Nippers:

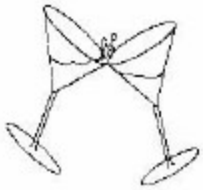
Jim and Nancy Sickoria's daughter Kim is playing 'rec' basketball for South Bound Brook-her team is off to a fantastic 2-0 start!
Her brother, Tim, just finished his roller hockey league season in Manville - ***undefeated!***

Newlyweds Michelle and Scott have taken up residence in Netcong after an unforgettable wedding and honey moon cruise.

Carol's daughter Nicole, now in the 6th grade, would like to be a professional horseback rider, *'Singer'*, or an archeologist. Her younger brother Michael is 'shooting' for fireman,policeman, or just plain super hero.

Look for granddaughter Samantha in the new Tide detergent commercial recently filmed in New York (her father, Ken is looking for his free soap supply) When she's not in front of a camera, she's getting her *'kicks'* in ballet class.

Dancing away the days, soon to be five granddaughter Jessica is loving every minute of ballet and tap classes - when the spot light comes on look out! Her mother Nancy was quite the dancer at that age herself!



Matthew popped the big question to (now) fiancée Allison Petouvis in December making him the final offspring to join the ranks of matrimony-ain't love grand?

Babes in Tile Land....

The next issue of the Artisan Addenda will feature an expanded 'Tile Nippers' section (dedicated to the Artisan and Sekora family children). Both Kenny and wife Kim, as well as Nancy and husband John, have announced they are happily expecting in September and July.

Keeping the 'Art' in Artisan

The following is a partial list of projects you will see Artisan working on in the near future;

- Wm. Blanchard Co. - Overlook Hospital Summit
- Chanree Const.- Old Tappan & Ridgefield Park Schools
- Cyma Builders- Ortho McNeil - Raritan
- Damon G. Douglas-Operating Engineers Local #825 - Springfield
- Del-Sano Contracting - Greenville Hospital Jersey City
- Durell Builders - Nassau Inn, Princeton
- Eastman Construction - Childrens Institute Verona
- Fitzpatrick & Sons -Blair Academy, Blairstown
- Hartz Mountain - 90 Hudson Street, Jersey City
- Henderson Corp.- Somerset Medical Center
- E.W.Howell - Saks Fifth Avenue, Huntington, LI
- Edward Leske - Merck Bldgs.-Rahway
- March Associates - Edwards, Clifton
- O.A.Peterson Const.-Summit Bank, Clark
- C.Raimondo & Sons- Superfresh, Cherry Hill
- Michael Riesz & Co.-YMCA, Summit
- E.Allen Reeves- Matheny Performing Arts, Peapack
- Seacoast Builders- Somerset Ball Park, Bridgewater
- Turner Const.-St.Peters Coll., Jersey City
- York Hunter- Bethany Baptist Church,Nwk

Charlie's Angels & Eddie's Elite (and Mike's Magnificent Men)

Read on for a partial list of our Local #7 artisans who help keep the name alive;

- Dave Senuto & Patsy Cordasco at the Raimondo Edward's, New Hyde Park, NY
- Dale Sabato & Tom Sweezy at Howell's Newburgh Mall, NY
- Tommy Burns & Jimmy Pyanoe Jr. at Riesz's Governor Morris Inn, Morristown
- Danny Cordasco & Jim Bollentin at Gale & Wentworth's Florham Park office buildings
- John Wassmann & Nick Loffredo at Epic's BASF Corp. in Mt. Olive, NJ
- Joe Longobardo & Art Berchielli at Turner's Merial Ltd., North Brunswick,NJ
- 'Skippy' Faynor & Kenny Dillon at Iris Construction's Tag Heuer, Springfield, NJ
- Matt Welsh & Greg Cattanach at Princeton Market Fair Food Court for E.Allen Reeves
- Russ Westendorf & Bob Letts at Wm. Blanchard's Hackensack Medical Center
- Bill McCaffery & Nick Loffredo at Century 21's Cerberus Pyrotronics
- Mark Bohm & Brian Hesse at Croixcon's Mt. Olive Municipal Building.

The perfect Artisan 'puzzle' fits all the pieces together perfectly. Many thanks to our customers and employees for a job well done. *Thanks for not losing any of the pieces!*

announcing our newest employees in 'training'.....

Michael Caiazzo-Mike will be on the road most of the time making sure job sites have what they need for installations.

Rosemary Sanchez-As the newest member of the estimating dept., Rosemary will be keeping track of, and follow up on, bids she sends out.

The Writing on the Wall

evaluation reports from our general contractors.....

a mong the best mechanics I have seen (Thanks Dale)
R.S.-Durell Builders-Henry Hall, Princeton Univ.

r ated 9 out of 10 - "very good"
G.K. - Barr & Barr Inc.- St. Barnabas Hospital

t ile work was good and all the rest of the evaluations excellent
B.W. - Richter & Ratner - G & G, Willowbrook Mall

í only wish all subcontractors were like ATM, it would speed up completion
F.B. - Belcor Const.-No.Bergen Utilities

s cience Building, Lawrenceville School for Lehrer McGovern Bovis was rated 8 out of 10 by E.R.

a dministration of contract was very good.Scheduling of work was excellent, workmanship was very good.
J.G. - Keating Building Corp. - Biomatrix, Ridgefield

n ice job - work completed on time, give you a 9
N.C - Damon Douglas Co. - Bellcore, Piscataway

At Artisan excellence really is strived for!

WEB FEAT.....

We'd like to show off our web "feat" - see our newly updated website at: **www.ArtisanNJ.com**

A LITTLE RIBBING:

Adam was walking around the Garden of Eden feeling very lonely, so God asked Adam, "What is wrong?" Adam said he didn't have anyone to talk to. God said he was going to give him a companion and it would be a woman. He said this person will cook for you and wash your clothes. She will always agree with every decision you make. She will bear you children and never ask you to get up in the middle of the night to take care of them. She will not nag you,and will always be the first to admit she was wrong when you've had a disagreement. She will never have a headache and will freely give you love and compassion whenever needed. Adam asked God, "What would a woman like this cost?"God said, "An arm and a leg". Adam said, "What can I get for just a rib?"

THE REST IS HISTORY.

John's Epitaph :

"Being of sound mind, I spent all my money.....
and I really did enjoy it....."

John J Sekora - CEO

We all have seemingly endless demands on our time these days, it's not unusual to feel guilty about time spent away from the pressing business demands at hand. I do believe however that time shared with business associations not only gives back to our industry but enriches both our own business, as well as ourselves. Here are some of my favorites:

GUILT BY ASSOCIATION

- Celebration of Tile- This is my 'pet' annual local trade convention which this year of course is know as Celebration of Tile '99 to be held this April 9-10th in Absecon, NJ For info call: Walsh Associates 301-949-5995
- Greater NY/NJ Tile Cont. Assoc.- Our local contractors association. For Info call: Vincent DeLazzero 718-378-6100
- Marble Institute of America (MIA) - Paul Vigna's domain for stone connections and info. see www.marble-institute.com
- Tile Contractor's Association of America (TCAA) The national tile contractors association of which I am now on the board of directors/president elect.Their website - www.tcaainc.org
- National Alliance for Excellence (NAE)- A national non-profit organization dedicated to recognizing this nation's most gifted students. Contact Linda Paras (732) 747-0028 or www.excellence.org

'Til we meet again--

ENJOY.....

Artisan

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