WE DID IT!

THE STORY

Our peers laughed . . . . our competition said we were crazy . . . . our rank and file said it was impossible . . . . our lawyers were concerned . . . . it was said no one, but no one, could possibly install 200,000/SF of flooring in just twelve weeks - not with the mall still open; not without overtime; not without the right crew. Even Artisan was skeptical (John and Michael walked away from this job - three times!)

BUT . . . . .

Bob said we could do it . . . . Jeff, Joe and Terry wanted us to do it . . . . Walt and Lenny preferred us to do it . . . . Bobby and Freddy pushed us to do it . . . .

AND . . . . .

Dave Senuto and his Mall Men did it!

Under some of the most stressful situations possible - with lawyers checking everything, Quality Control people testing, rechecking and changing, with people using video cameras, and architects rearranging patterns at the last second, with every distraction possible from stores and shoppers to barricades and mazes, not only did Artisan Tile & Marble (ATM) complete this project, with help from Dave Senuto and his mall men, but they did it two weeks early.

Praised as one of the finest tile jobs that they have ever seen from many suppliers and from competitors, ATM is now proud of another one of its completed projects - The Newport Centre Shopping Mall in Jersey City, New Jersey. According to Terry Damon, the project manager for Melvin Simon Associates on this project, "This is the finest group of workers I have ever seen, great job, great professionals".

ATM is proud to say it did the tile work in this mall, it is proud of its employees and hopes it will have the opportunity to do many more projects like this in the future.

It is with deep gratitude that we say to each and every worker,

"THANK YOU FOR A JOB WELL DONE!"

CHRISTMAS SHOPPING

As we worked and walked around the Newport Shopping Mall, I found in the locker one day the "Mall Man's" Christmas Shopping List, which he had inadvertently left. It read . . . . .

TO:

Dave Senuto, Sr. - Two-way radios on all your future jobs
Anthony Masucci - A new gold plated "T" square
Angelo Rosado - A chauffeur driven limo to all your "long distance" jobs
Jack Sweezey - More polka tapes for your ever present Walkman
Chris Vigna - A job closer to home
Leonard Kosciusko - Laverne & Shirley as apprentices to teach
Aldo Grassi - Newsworthy headlines on your next project
Ralph Mazza - An alarm clock so you don't show up an hour early everyday
Russell Westendorf - Silk sweat bandannas
John Wassmann - Your own personalized earphones
Patsy Cordasco - Your own personal masseur for those aching muscles
Aziz Mahmud - Peace and prosperity
John Zangrando - A complete wardrobe of ATM work clothes
Richard Strunk - A tile man's Lamborgini
Danny O'Connor - Special fancy barricades (to keep people off "your" tile)
Cemil Ozturk - All that you could ever want

Claude Cannon - A great big #1 (thanks . . . .)
John Cuccia - Full employment - full enjoyment
Tim McDougal - A box of gold straws
Pete Valpone - An ATM baseball cap
Dave Senuto, Jr. (D.J.) - Future financial success in every way
Reese Woods - A new set of knee pads
Paul Caputo - Four mechanics to do your bidding
Joe Rosado - That every job have scenery like the mall girls
Bob Conkling - Mink earmuffs
Kevin Degenaro - Food Court fantasies
Willie Lee Carr - Snazzy duds for a snappy dude
Alvin Payne - Self-propelled scrubbing machines
Michael Barna - Health and well being to you and all your family
Robert Neville - Malls, malls, malls
Ernie Pence - Fulfillment of future dreams and desires
Ambrose Cooper - A trip to lovely downtown Dunellen
Jim Bollentin - A Freehold Mall shirt
Brian Lafay - A singing contract at the Met

Rich Pettoni - Your own private house contractor
Bobby Welter - To always be first on Bobby's list
Vinnie Wassmann - That all smiles be as friendly as yours and all news clippings be good ones
Steve Cannon - College as easy as this job
Joseph Delmonte - A special ticket to Freehold
Huseyin Celik - Dreams fulfilled
Albert LePine - Computerized blanket pullers
Edward Flynn - To always work with a mechanic as good as Harry
Robert Longo - Bronzed tools
Jim McCormack - Grouting robots
Adolfo DiCosmo - A firetruck with your own personal hose
John Roncaioli - Fur lined floats
Joe Herold - A captain's hat
Peter Giantonio - Continuing employment
Bill Leahy - A king size trophy for the "politest"
Vincenzo Parziole - Longer jobs
Al Roncaioli - "T" shirts from every tile contractor and mall in NJ
Joseph Intile - A personalized can of waterproofing
Alfonso DiCosmo - A mechanic diploma sigma cum laude

Tom Paxia - A thousand "thank yous" as sincere as yours
John Costello - A new shiny silver dust mask
The "Unknown" Tile Worker - That your name never be omitted from any list (if I did call . . .)
Danny, Nicky, Kenny B. - No punch lists
Bobby & Freddy - More great workers like those listed above
Arnold M. Hess - Tile men like the Newport Mall Men
Kenny Sekora - That your sons make you as proud of them as you have made your Dad
Nancy S. - Smooth sailing and sunny weather (we miss you!)
Terry Damon - All the success in the world (you deserve it . . . thanks!)
B & B Excavating - M & M Peanut contracts & champagne extras
Carolyn Malizia - Batman lips
Doris Bader - Many more award winning photos
Art Jones - A new cleaning machine

Mr. Melvin Simon - That all your future malls be "ARTISAN PERFECT"

AND . . . .
finally to all the "Mall Men" and their families,

HEALTH, HAPPINESS, BONUSES AND BEST WISHES!

ENJOY . . . .

It is with great pride that we print the following comments made with reference to ATM, its personnel, and its workmanship at the Newport Mall.

Mr. Freddy DelFavero, Business Agent Local 52 - "I am tickled pink with this project, the finished product is beautiful. With no comparison it was one of the smoothest running jobs we've had in years."

Mr. Bobby Pettoni, Business Agent Local 77 - "I saw tremendous cooperation and respect when labor and management put their heads together and made it work. Dave and Artisan were hard when they should have been and were good when it counted."

Mr. Art Jones, Mall Manager, Newport Centre - "The greatest group of men I have ever worked with, the cooperation with my people was outstanding, the empathy with the stores was tremendous."

Mr. Ray Reed, President, CTC-GEOTEK - "It is my opinion that Artisan Tile personnel created a positive environment for all involved at Newport Centre. Management's ability to ensure the flow-down of contractual requirements to operating, engineering and fabricating levels made everyone's job easier. In short, you are good people to work with!"

Mr. Steve Fischer, Vice President, Garden State Tile - "In the thirty-two years that Garden State Tile has been in the distribution business, the Newport Centre Mall project was one of the smoothest ever handled. A project of that magnitude was handled so smoothly because of the strong relationship and excellent communication between Garden State Tile and Artisan Tile and Marble.

Mr. Jeff Fillingsness - Melvin simon Assoc. - "I am very, very, very pleased with the tile work and I believe that no one else could have done this mall except ATM."

Mr. Tom McKeon, Laticrete International Representative - "In spite of inconveniences . . . . ATM managed to take the time and care to produce a quality installation . . . . and ahead of schedule! We look forward to working with Artisan on many future projects."

Mr. Mark Shannon, Eastern Sales Mgr., Crossville Ceramics - "I was very impressed with the volume of tile put down, as quickly as it was, without any problems. It appeared to be one of the best efforts I've seen."

One of the Mall Men - " . . . . ATM certainly has a high class respectable operation that is very understanding of the wants and needs of its employees. It is obvious that management has worked very hard to achieve this. Congratulations and thank you . . . . "

Dave Senuto, ATM Project Manager - "Our craft is back . . . I have nothing but praise for the excellent craftsmen on this job, the quality of work was superb . . . . thanks."