Through the Ages

Be A Mentor

Paul Vigna, Artisan Tile & Marble of New Jersey, MIA President — 2004

This past month I was honored to participate in the “Executive Council and Labor Management Craft Committee Meeting” held in Bal Harbour, Florida. Sponsored by the International Union of Bricklayers and Allied Craftworkers (BAC), these meetings (or clusters) educate and direct participants, as well as honor those members who won the 2003 BAC Craft Awards. Organized by various departments, Past MIA President Joe Kapcheck (1998-1999) and I attended the Tile, Marble & Terrazzo Forum.

Although this event was primarily a union function, it also served to formulate “good will” in all areas of labor and management. I came to the meetings with an open mind, to see if in any way they could enhance or benefit the MIA both here in the U.S. or internationally. While a majority of our members are open shop or non-union, when we listen to our union counterparts we find that they, like us, are looking to the future to see where the new workers and leaders will come from.

One way is to be a “mentor” and take a non-MIA member under your wing. Show them the correct way to join our quest and further our ideas and goals for the future of the natural stone industry. Hand out a copy of the MIA Code of Ethics, a Residential Countertop Installation Technical Module, or a Care and Cleaning brochure. Will there be a cost to you by taking this approach? Yes, but you may bring that person up to your standards and increase your bottom line.

See MIA at Coverings

Gary Distelhorst, CAE, MIA Executive Vice President

The Marble Institute of America will be well represented at the Coverings show in Orlando on March 23 to 26. MIA staff and officers will be there to meet and greet members in Booth # 2691 on the show floor. The booth will feature some of MIA’s services for members including the more popular publications and the newly-announced CD-ROM training video.

In addition, MIA has coordinated the planning for the stone industry portion (12 sessions) of the Coverings education program and will be involved in assisting the Coverings staff in managing the program.

MIA has also been heavily involved, along with Architectural Record magazine, in planning and executing the 2004 Coverings PRISM Stone in Architecture Awards program. This recently revised awards competition was targeted at architectural firms and attracted dozens of entries. The winning entries were selected by a panel of architects and will be announced on Tuesday, March 23. The top prize carries a $10,000 cash award.

All members of MIA who attend Coverings are also cordially invited to join fellow members at an MIA Party on Wednesday evening at 5:30 in Room N320-H of the Convention Center. There will be plenty of food and beverage, industry conversation, and also plenty of prizes. In addition to planning and hosting by MIA, the party is sponsored by Schechiner Lifson Corporation, Stone World, and Coverings.

If you’re headed to Orlando, be sure and include MIA in your plans. See you there!
Q. 3,000 s.f. of limestone is cracking. 18" x 18" x 3/8" tile installed five years ago. Thick mortar bed; radiant heat floor in the mortar bed. Cracking in limestone by door and middle of the floor at plywood joints. Sub-floor in plywood over pier and beam sub-floor. What is causing floor to crack? If they remove the existing floor and put down a sheet membrane will it stop cracking?
A. It will help, but no. The problem seems to be movement in the sub-floor. Sub-floor should be constructed to have a deflection that meets or exceeds L/720 of the span up to 14'-0".

Q. Around the shower stall a white substance is appearing on the marble. What is it?
A. Based upon your description and without looking at the job, this sounds like efflorescence. You can stop using the shower, dry the marble completely, clean out existing grout, and grout again. The only way to stop this is to stop the entry of large amounts of water.

Q. What is the best way to install marble fireplace facing and hearth?
A. Hearth can be installed using any non-staining adhesive, thin-set or epoxy. Header and legs should be set with wire anchors and mortar spots. You can use thin-set or epoxy if header and legs are small and you have no setting space. Must have 100% coverage on hearth and facing.

Q. Can hearth be installed over "green" concrete?
A. No, concrete must be cured.

Q. I paid $1,300 for about 20 square feet of hearth and facing. Is this within normal costs?
A. Cost depends mostly on type of stone. In Texas, this would be a fair price for mid-range marble.

Q. Can installer inject material under hearth already set. Can this be done?
A. Yes, if mechanic doing work knows how to inject epoxy.

Q. Can a 3" thick granite wall veneer panel/slab have false joints pre-cut into it at, say, 12" centers? If yes, how deep can they be?
A. Yes it can be, but there are no standards. But it can be up to 1/4" deep by 1/4" wide.

Q. I used 3/4" tops with apron and installed using liquid nails. Is there a better way?
A. No. However, if a sub-top with deflection criteria of L/720 is used, you can use a thin-set mortar if you back-butter the stone piece.

Q. 18" x 18" x 3/4" floor tile with 4" x 4" insert in each corner. 11 foot high x 10 foot long bathroom with 3/8" x 1/2" bevel edges with clip inserts. Wood frame construction. Material is Statuary White with lapis insets. How do we install this?
A. Wire anchors with mortar would be the first recommended installation procedure. Refer to MIA’s Interior Stone Wall Cladding Installation Guidelines.” However, due to small piece sizes and limited setting areas the following method has been successfully used:
1. The backup to receive the stone veneer must be plumb and meet or exceed L/720 deflection, and of course, be rigid and strong enough for the stone.
2. Staple a Clinton cloth mesh and apply one coat of straight latex - this improves adhesion.
3. Put this same coating on the back of the stone pieces.
4. For installation use thin-set mortar with a latex additive on the walls and on the back of each stone piece, striving for 100% coverage.
5. Joints should be a minimum of 1/16”.

Q. How do they keep Botticino Classico on interior walls clean?
A. Walls should be cleaned on a scheduled basis, a minimum of two times per year with potable water and neutral (pH7) cleaners. Follow this by thorough rinsing, Squeegee drying, and chamois wiping to eliminate any water drip lines. Use mild, phosphate-free biodegradable cleaners.
Education Committee will meet at Coverings
The MIA Education Committee will be meeting later this month to finalize the educational program for the MIA’s Annual Convention held in conjunction with StonExpo in Los Angeles. Over 80 seminars are being considered for 30 seminar time slots. Look for more details next month.

MIA Developing More Resources for Members
You have heard about the video series (1st Video has already been released). Look for the following print resources to also become available in the upcoming months:

- **Commercial Care & Cleaning Technical Module** - helpful tips for your commercial customers, as well as architects.
- **Technical Bulletins** - published quarterly with the first version being a reprint of some past technical advisories (Rodding Granite Countertops, Coefficient of Friction & Slip Resistance, R-Value for Natural Stone, Preparing MSDS Sheets) assembled into one document.
- **Job Site Safety Technical Module** - overall statistics, OSHA Q&A, masonry construction standards, and a more in depth look at the most common problems found on stone installation job sites.
- **Collection of Human Resource Forms** - among these forms can be found many that fill basic needs, like job applications, performance, performance appraisals, leave slips and time sheets. You’ll find that these resources will offer many new ideas and/or programs to help you better serve the needs of your employees—your most important asset.

New Education Page on the MIA Website
Each month new resources are posted to the MIA member website (www.marble-institute.com) to help keep you informed. Even if you have misplaced a past issue of the MIA Newsletter, chances are the information is posted on the MIA website. For example, when you click on the ‘MIA Education’ link, you’ll find information about:

- **MIA Technical Publications**—highlights about existing and new technical publications.
- **Training Videos/CD-ROMs**—information about the new training video series, as well as other helpful CDs (ICONS) and CD-ROMs (Educational Seminars from the Cornerstone Forum Seminars held in Atlanta).
- **Seminars**—current information about educational opportunities at Coverings, StonExpo, & AIA.

If you haven’t been online recently, other helpful resources include:

- **Exclusive Benefits of Membership Link**—you’ll find information about all of the MIA’s new money savings programs (freight, credit card, collections, utility audits, etc) and much more.
- **Join Now Link**—want to recommend membership to a friend or colleague, the ‘Join Now’ page features a 3-minute video about the MIA, as well as a current membership application.

**2004 MIA Education Schedule (Mark Your Calendar)**
- March 23-26 – Coverings (Orlando)
- June 10-12 – AIA Expo (Chicago)
- October 27-30 – MIA Annual Convention held in conjunction with StonExpo 2004 (Los Angeles)
- TBA – MIA Regional Education Program

**Old Newsletter Copies needed for the MIA Archives**
We are looking for MIA newsletters that were printed before 1995 for the MIA Library. If you saved pre-1995 newsletters and would like to donate them for the MIA Archives, contact Jim at the MIA Office.

**MIA Bookstore Corner**
The MIA’s **Natural Stone Gallery** Book is now available from the MIA Bookstore. This book features over 475 stones and is a nice addition to your showroom display or office coffee table. Ordering details are included in this edition of the newsletter.

Member Price: $89.
Non-member Price: $125.
Monthly Quiz:

Topic: MIA History (celebrating 60 years of excellence)

1. What was the site of the MIA Inaugural Meeting in 1944?
2. Name the two associations who merged to form the present-day MIA?
3. What was the MIA Dues Structure in 1944?
4. How many members did MIA have in February 1945?
5. Who was the first MIA Managing Director?
6. Who was the first woman to attend an MIA Convention?

(answers on page 11)

StonExpo Board Meets

The StonExpo Federation Board of Directors met in Los Angeles on March 5 and 6 to tour the Los Angeles Convention Center, site of StonExpo 2004 (and MIA Annual Convention), and to hold its mid-year Board meeting.

Officers for 2004-2005 were elected during the meeting. Alex Bachrach, publisher of Stone World magazine, was elected president. He had previously served as secretary, and before that treasurer. Doug Slocum of Braxton-Bragg was elected secretary and John Castaldo of the Barre Granite Association, treasurer. Robert LeCoultre of Sawing Systems will continue as vice president.

StonExpo’s Board of Directors also met with representatives of a newly organized association of primarily European stone machinery manufacturers to discuss timing and location issues of stone industry shows, including StonExpo. Members of the manufacturer’s association feel the industry can only fully support two trade shows, and they would prefer the shows be situated one in the fall, like StonExpo, and one in the Spring, like Coverings. They would also prefer that one show be in an eastern location and one in the west. In addition to site and timing issues, the group said it was hopeful the trade show sponsors could work to rein in escalating costs of shows and cut back on the amount of time educational seminars conflicted with show hours. The board agreed to consider and discuss all the recommendations.

Among additional actions, the board: (1) made recommendations and approved a marketing and promotional plan to StonExpo 2004 in Los Angeles—to include extensive advertising in a variety of media, a public relations campaign, and a major marketing initiative aimed at both exhibitors and attendees; (2) announced that the Building Stone Institute has rejoined the StonExpo Federation; (3) agreed to invite the Monument Builders National Association to consider membership; (4) approved preliminary discussions with executives of Coverings about a possible cooperative relationship between the two shows; (5) was briefed on MIA’s co-sponsorship arrangement with Coverings; (6) approved a budget for StonExpo 2004; directed the StonExpo staff to review options for the 2005 and 2006 show locations; and received reports from the Natural Stone Council about plans for its 2,500 sq. ft. exhibit booth at the AIA show in Chicago this summer.

MIA Member Logo Available

Utilize this logo on your:

- Website
- Stationary
- Business Cards
- Marketing Materials
- Print Ads

Proudly Show Others the Company You Keep!

Vertical MIA Logos are also available—contact Jena at the MIA Office for further details.
New Construction Recedes in January

New York—The value of new construction starts in January settled back 3% to a seasonally adjusted annual rate of $522.1 billion, according to McGraw-Hill Construction, a division of The McGraw-Hill Companies. Residential building held steady with its elevated pace in December, but declines were reported for nonresidential building and public works.

The latest month’s data lowered the Dodge Index to 157 (1996=100), down from an upwardly revised 163 for December. Since reaching its most recent peak at 166 in October, the Dodge Index has retreated for three months in a row, returning to the 157 mark that was the average for all of 2003. “The pattern in January was essentially a continuation of what was present during 2003 – a strong performance by housing, but also weaker activity for nonresidential building and public works,” stated Robert A. Murray, vice president of economic affairs for McGraw-Hill Construction. “As the current year proceeds, it’s expected that this pattern will begin to shift, with a mild slowdown for housing being balanced by some improvement for commercial building. At the same time, the publicly-financed parts of the construction industry – institutional building and public works – will continue to be constrained by the difficult fiscal conditions facing the federal and state governments.”

Residential building in January was reported at $303.1 billion, unchanged from December. Single family housing slipped a modest 3%, while multifamily housing surged 28%. The cost of financing continues to be very supportive to the housing sector in general – the 30-year fixed mortgage rate averaged 5.7% in January, down from 5.9% in December, and February has seen an additional drop to 5.6%. While single family housing retreated slightly in January, the month’s level of activity was still very high by recent standards, coming in 11% above the category’s average pace for 2003.

On an unadjusted basis, total construction in January 2004 was reported at $36.7 billion, down 2% from January 2003. By sector, reduced activity was posted by nonresidential building, down 11%, and non-building construction, down 18%, while residential building was up 9%.

Details: 800.371.3238

Natural Stone Countertop Installation Overview

Produced by the MIA through a generous grant from Coverings

This 16 minute CD-ROM presentation covers the basic steps required to produce accurate templates and install countertops to the professional standards developed by the Marble Institute of America.

• 1st in a series of employee training videos being introduced in 2004.
• Professionally produced - suitable for showcasing your commitment to quality with your customers.

“We found the CD to be very educational with positive feedback from our customers as to authenticity and creditability it brings to our company.” — Rich Booms, Booms Stone Company

“Well done! Highlights the accurate and professional way - will compliment my existing employee training program, as well serve as a good sales tool for my firm.” — Kenny Krebs, Tennessee Granite & Marble Company

Now Available
MIA Member Price: $39.00
Non-Member Price: $69.00

(Includes shipping/handling within the continental U.S. & Canada)
Do It Once, Profit Nice
Scott Lardner, Rocky Mountain Stone Co.
MIA Vice President

At the last StonExpo Convention, I spoke with a gentleman who commented that he could not afford to generate shop drawings and have customers sign off on their layout and design details. My response was if you plan on being in the fabrication and installation business for the long run, the added cost of “building it on paper” and getting customer approval on every aspect will pay dividends many times more than the initial cost of this crucial step.

If you’re in the fabrication business and employ human beings, the reality is that you will, at some point, have a costly mistake. Whether it is a sink put in the wrong place, an overhang that does not get added or a square corner that ends up with a radius, at some point, you will have to remake a piece of stone. I believe that the elimination of any sort of remakes can be the difference between being profitable or going to work for someone else.

Here’s a little math scenario for you to consider. Let’s say you sell an island top for $2000. The island takes an entire slab and you cut it to size, finish the edges and your ace fabricator puts the sink in the wrong place. Contrary to Murphy’s law of stone fabricators, you actually have another slab of the same color and you only have to remake the island. The direct labor and material for the island cost you $1000. Had everything gone as planned, you would have made a $1000 to cover your rent and gas bill. The new island costs you another $1000 in material and labor, but you will not have the opportunity to put $1000 towards your overhead on this new island. This is called your “opportunity cost”. The island mistake has cost you an ADDITIONAL $2000 (material plus labor plus opportunity). For simplicity’s sake, let’s say your net profit margin is 10%. As you all know, cost is the same as profit, just in a different place on your balance sheet. In other words, anything you save in costs translates directly to profit and visa versa. You’ve just spent $2000 of your potential profit with this one little remake. In order to make back that additional $2000 expense, at your 10% net profit, you have to do $20,000 in additional business just to BREAK EVEN! Is it worth it to eliminate every potential mistake? Absolutely!

It is vitally important for you to review every aspect of your operation to insure that your systems for selling, measuring, slab layout, fabrication and installation are foolproof. There are a few things that can be done that will minimize the chance for a mistake. For starters, buy only first quality slabs. The savings in material cost will never offset the labor necessary to make second quality material acceptable. A fool proof measuring system is critical and I suggest creating a drawing to review with the customer in order to confirm all the design details of the project. Set up systems that allow for double checking the critical operations and make sure that the people you have in those critical positions are attentive and focused on their work. Have quality control checks throughout your fabrication system to catch any mistakes made during the process. Having a system that produces accurate, high quality work will insure many years of success.

Plan For A Great Convention in Los Angeles In October.

Once relegated to a gag line in a Woody Allen movie, the city whose only cultural contribution was the right turn on red now has taken its rightful place among the world’s great cities. Critics are falling over themselves to sing the praises of the Disney Hall in downtown L.A. The city also has a great Convention Center, wonderful hotels, Universal Hollywood, Rodeo Drive, the world-renown Getty Center and countless other museums, along with a vibrant gallery scene and lots and lots of natural stone. Its dining scene rivals that of any city in the world.

And guess what? The MIA Annual Convention and StonExpo 2004 are on the way to the “City of Angels” next October 27 – 30. The MIA and StonExpo staffs, along with the MIA Education Committee and members from the Los Angeles area, are working to make this the best stone show ever. MIA is planning to host a tour of the Getty Center, featuring over 1,000,000 sq. ft. of travertine, on Wednesday, October 27, as well as a stone tour of downtown. Wednesday will also feature the beginning of the MIA Stone Industry Education series. MIA is considering starting the educational seminars early this year so that members may spend more time on the tradeshow floor to do business. Stone Industry Education will continue on Thursday, Friday, and Saturday mornings but will not conflict as much with exhibit hours. The result: there is no reason any person cannot take full advantage of both outstanding MIA education programs and the largest and finest stone tradeshow ever on the West Coast.

In addition, MIA will throw another Gala Party for members on Thursday evening—Hollywood style this year.
New Home Sales Dip Slightly in January; Builders Still Upbeat

New-home sales dipped slightly in January following a torrid 2003 fourth quarter, but remained well above last year’s record-setting pace. The seasonally adjusted annual rate of new single-family homes sales was 1.106 million, the Commerce Department reported in late February, down 1.7 percent from December’s upwardly-revised rate of 1.125 million, but 9.6 percent above the January 2003 rate of 1.009 million units.

"Builders across the country are still very upbeat about the single-family housing market," said Bobby Rayburn, president of the National Association of Home Builders (NAHB) and a home and apartment builder from Jackson, Miss. "Harsh weather may have affected sales in some regions of the country, but with low mortgage rates and strong house price performance continuing to fuel demand, there was hardly a dent in the totals."

"Some cooling from the world-class pace of the fourth quarter was expected but sales are still well above the overall pace of 2003," said NAHB Chief Economist David Seiders. "We are projecting a 3 percent decline in new home sales for the year as a whole based primarily on anticipated upward movements in mortgage rates as the year progresses. However, if interest rates remain at or near current levels throughout the year, new home sales could equal or even surpass the 2003 record."

Three regions registered sales declines for the month. The Northeast, South and West posted 5.0 percent, 2.1 percent and 3.9 percent declines, respectively. The Midwest registered a 5.6 percent increase over the month before.

The inventory of new homes for sale in January increased slightly to 370,000 units. However, this inventory was only a 4.1-month supply at the current sales pace, quite low by historical standards.

"There was very little increase in inventories, and the supply-demand balance remains very healthy," Seiders said. "In fact, most of the units for sale by builders are still under construction or in the permitting process and not even started."

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Presenting the natural stone industry’s most highly regarded technical manual:

**Dimension Stone Design Manual VI**

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- Care and maintenance tips for all types of stone

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$90 MIA Members; $175 Non-Members; $99 Architects

Call MIA at 440-250-9222
or go to [www.marble-institute.com](http://www.marble-institute.com)
One of the rare pleasantries associated with our work occurred recently when we acquired a new client who walked in the door and wanted to initiate discussions regarding the strategic direction of the dimensional stone industry.

While this new client was, in fact, already a member of the industry and several other industries peripheral to dimensional stone; the client wanted us to explore with them what the future might hold, for the industry.

“Why is that remarkable,” you might ask. Well, first and foremost is that it has been a dialogue without constraint. There have been no real or imaginary preconceived notions, regarding the industry, the economy or other industry influence. The client wants to explore the opportunities that exist; given their particular position within the industry and their internal model for growth.

This is the rare opportunity where a client is actually investing in the time and committing the resources necessary to develop a course of action for the near and long term future of their business. How often, and how many of us actually take the time to formally develop a strategic plan where we attempt to determine where our firm will be over the course of five or ten years?

Many of us have a tendency to just “let things happen.” We don’t plan to fail, we just fail to plan. Our strategic direction is a function of how we react to the needs of the day, with little thought given to how such action may affect our business; in the near term, or in the future.

For example, a recent article in Stone Business, January 2004, Many a Stone Unturned, by Emerson Schwartzkopf, discussed how dimensional stone is fast becoming a commodity. That implies that the market forces surrounding the industry will be changing. Is that true? Of course it is! Market forces are always changing. The difference between one company profiting from the change and another company being adversely affected is very often the difference between one firm anticipating the change, adjusting their position, and benefiting from that change and another company not. Too often, we are successful in spite of ourselves.

Dimensional stone is an industry that may be positioning itself for some consolidation. The industry clearly shows some of the precursors that may foretell of that consolidation; not the least of which include:

- Investments in Technology.
- Sustainable growth.
- "How could consolidation affect me?" is a question that you might want to be asking yourselves.

The point, however, is not necessarily consolidation in the industry but, for you, it may be succession planning, acquisitions, mergers, selling you business, market growth or any one of innumerable questions that may be affecting your business. The point is that successful businesses will invest in the time and make the effort to identify the questions and formulate a plan to address the issues and act accordingly.

Your business is like a little tree in the orchard (money tree). As long as you water it, spray it, take care of it, prune its branches, fertilize the ground with nutrients it will continue to bear fruit (money). If you’re lucky, it may even grow and therefore produce more fruit (money). The harder you work, the luckier you will be. But all of this spraying, watering, etc. requires an investment of time, effort and money. All-in-all a lot of planning, i.e. how much water, what kind of nutrients, when to prune, etc. (I love agricultural metaphors). It requires a plan which you understand and everyone else involved in your orchard business understands. If they don’t understand the plan, how can you expect them to do their work so that the orchard grows and even thrives?

The final point is that your plan needs to meet the current needs of your business today, and that it anticipates change, which will occur tomorrow. Don’t lose because you failed to plan.

MIA Classifieds

Are you trying to sell (or buy) a piece of machinery or equipment for your shop? Maybe another MIA member has a corresponding need to buy (or sell) the same thing. Perhaps MIA can help. MIA is starting a classified section of the newsletter. See sample below. Cost $50 per inch of copy. Contact Jena at the MIA office.

Saw For Sale—Do you need a good start up saw? Johnson saw 8 yrs. old (used about half that) almost new, tall segment blade. Comes with roto phase converter. This is their bare bones model with hand crank right to left. It can be easily converted to automatic feed. Missing table—shouldn't be too hard to have one made. $5000—You pay shipping. Contact Jim @ 111.555.1212 —- NOTE: Sample Only
StonExpo Space Still Available

StonExpo is currently selling exhibit booth space for the upcoming October 28-30, 2004 tradeshow to be held in Los Angeles, California. If your company is interested in obtaining booth space, please contact Mary Scott at the StonExpo office: 740-869-9990.

Builder Sentiment Cools

Unusually bad winter weather across much of the country was at least partly to blame for a four-point decline in the National Association of Home Builders’ Housing Market Index (HMI) for February, released in mid-February. The monthly gauge of single-family builder confidence rested at 65, its lowest level since July 2003’s similar reading.

"The new-homes market is still doing well, thanks to excellent financing conditions, great buyer demographics and improving economic indicators. But many builders reported drop-offs in buyers visiting model homes in early February, and a large percentage attributed those declines to bad weather," said NAHB President, Bobby Rayburn, a home and apartment builder from Jackson, Miss.

While the HMI is adjusted for normal seasonality, unusually bad weather conditions can have an impact on the final reading, noted NAHB Economist Michael Carliner. "Also, NAHB has anticipated a slowdown from the record pace of new-home sales in the final months of 2003, and the latest HMI indicates builder expectations are consistent with that. Still, the outlook for sales conditions remains quite good heading into the spring home buying season."

The HMI is derived from a monthly survey of builders that NAHB has been conducting for nearly 20 years. Home builders are asked to rate current sales of single-family homes as "good," "fair" or "poor." They are also asked to rate traffic of prospective buyers as "high to very high," "average" or "low to very low." Scores for responses to each component are used to calculate a seasonally adjusted index, where any number over 50 indicates that more builders view sales conditions as good than poor.

Each of the HMI’s component indexes declined in February. The index gauging traffic of prospective buyers slipped the most—down 5 points to 46—followed by the index gauging current sales of new single-family homes, which was down 4 points to 72. The index gauging expected sales in the next six months slid three points to 73.

MIA Partners

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StonExpo www.stonexpo.com
- StonExpo Headquarters: 740.869.9990

Coverings www.coverings.com
- National Trade Productions: 866.285.3691
Mark Your Calendars

Today !!!

The largest and most important stone industry event ever on the West Coast is coming October 27—30, 2004, and it will take place in the City of Angels, LOS ANGELES. This is the West Coast show for you. Why?

MIA Education

The most impressive offering of stone industry education ever on the West Coast. Over 30 information-packed seminars targeted to the stone industry and presented by successful and very knowledgeable industry professionals. Education and professional growth will take you and your company to the next level, and is a tremendous added value to your investment in an industry show.

StonExpo 2004

StonExpo is owned and operated by the industry, and any profit goes to promote and improve the industry. It is the largest and most complete show in North America for the natural stone industry. Every company you need to see is on the floor!

MIA Annual Meeting (Our 60th Year)

Stone Tours of Los Angeles and the Getty Center, Pinnacle Awards, Gala Reception, Over 1,500 Fellow MIA Members and thousands of other industry colleagues to meet, greet, learn from, and share industry insight with. The stone community at work (and play).
Answers to monthly quiz:

1. The Netherlands-Plaza Hotel in Cincinnati, Ohio

2. National Association of Marble Producers and National Association of Marble Dealers

3. Producers ($100); Sawyers/Importers ($50); Contractors ($25)

4. 71 members

5. Mr. Romer Shawhan, New York City

6. Mrs. John J. Craig (1945 in Columbus, Ohio)

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Stone Industry Calendar

March 23-26, 2004 – Coverings 2004, Orange County Convention Center, Orlando, Florida. Phone: 866.285.3691, e-mail: coveringsinfo@ntpshow.com

April 2-4, 2004 – Kitchen & Bath Industry Show and Conference (K.BIS 2004), McCormack Place, Chicago, Illinois, 770.291.5409 or 800.241.9034

April 21-23, 2004 — The CSI Show, McCormick Place, Chicago, Illinois. Construction Specifications Institute. Phone: 800.689.2900 Fax: 703.684.0465

April 21-24, 2004 — STONETECH Shanghai 2004 — Phone: 86.10.84600340 Fax: 86.10.84600345, e-mail: miaoiligang@ciec-expo.com

April 22-24, 2004 — Restoration & Renovation Exhibition and Conference — Hynes Convention Center, Boston — Phone: 866.566.7840, Fax: 202.339.0749

May 5-8, 2004 — V International Natural Stone Fair, Madrid, Spain. Phone 305.461.5301 Fax: 305.461.5359 e-mail: info@madridoffice.com

June 10-12, 2004 — American Institute of Architects Convention and Expo, McCormick Place, Chicago, Illinois. Phone: 617.406.4220, e-mail: aiaexpo@mc-comm.com

July 15-17, 2004—International Tile and Stone Show, Jacob Javits Convention Center, New York City. Phone: 800.564.5975

October 27-30, 2004 - StonExpo 2004 & MIA Convention, Los Angeles, California—This is the premier trade show and educational venue for the natural stone industry in the United States. Phone:740.869.9990 Fax: 740.869.9991

Here and There

Position Available
MIA Technical Director

The Marble Institute of America (MIA) is seeking to hire a person with extensive knowledge of stone fabrication and installation and sound knowledge of stone restoration and maintenance to work on a daily basis with MIA members, architects and other design professionals, building owners, contractors, and others who seek expert advice and opinion regarding the application and use of natural stone. The position involves researching issues, rendering opinions on solutions and problem corrections, and working full-time as the MIA Technical Director to ensure that the technical needs of MIA members are met. Prior experience in technical writing and conducting training/educational sessions is desirable. Please submit a letter of interest (including salary requirements), resume, and list of at least five industry references to: Technical Office, MIA, 28901 Clemens Road, Suite 100, Cleveland, Ohio 44145

The March / April issue of MIA’s business newsletter, The Business Owner, was mailed in early March to all U.S.-based MIA Members, and contains a lot of solid information to help members more successfully manage their businesses.

The lead article is the first of a three-part series on effective financial statements and features the income statement. The article discusses three important purposes of an income statement: Information for management; information for creditors; and, information for investors (owners and/or shareholders.)

Also in the March / April issues are articles on Accrual vs. Cash Accounting, Corporate Governance, Selling a Business, Taxpayer Rights, Good Record Keeping, and a host of other helpful bits of information.

The Business Owner is a member service of MIA.
Welcome New MIA Members

<table>
<thead>
<tr>
<th>Representative</th>
<th>Company Name</th>
<th>City</th>
<th>State/Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Deja</td>
<td>All Granite And Marble Corp.</td>
<td>Ridgefield</td>
<td>NJ</td>
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<tr>
<td>Bill Kammerer</td>
<td>American Marble</td>
<td>Vista</td>
<td>CA</td>
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<tr>
<td>David Swernoff</td>
<td>Atlas Stoneworks, LLC</td>
<td>Basalt</td>
<td>CO</td>
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<tr>
<td>Brian Puttmann</td>
<td>Custom Stone Products</td>
<td>Terre Haute</td>
<td>IN</td>
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<tr>
<td>Audrey Wiedenbeck</td>
<td>Fred's Tile N' More</td>
<td>Kelso</td>
<td>WA</td>
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<tr>
<td>Jim Gerrity</td>
<td>Gerrity Stone</td>
<td>Woburn</td>
<td>MA</td>
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<tr>
<td>James M. Molyneaux</td>
<td>James Molyneaux Co.</td>
<td>Edgemont</td>
<td>PA</td>
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<tr>
<td>Kevin Ressler</td>
<td>Marble Kare, USA</td>
<td>Boca Raton</td>
<td>FL</td>
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<tr>
<td>Jennifer Baicenau</td>
<td>Marble Unlimited</td>
<td>Fort Pierce</td>
<td>FL</td>
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<tr>
<td>Ted Pitts</td>
<td>Moraware</td>
<td>San Mateo</td>
<td>CA</td>
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<tr>
<td>Maria Guyer</td>
<td>Pistritto Marble Imports, Inc.</td>
<td>Hartford</td>
<td>CT</td>
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<td>Leila Dargham</td>
<td>Solibra Mermer Granit</td>
<td>North Olmsted</td>
<td>OH</td>
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<td>Allan D. Gowans</td>
<td>Stone Interiors East</td>
<td>Gaston</td>
<td>SC</td>
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<td>Duane Naquin</td>
<td>The Granite Clinic</td>
<td>White Rock</td>
<td>SC</td>
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<tr>
<td>Carrie Shields</td>
<td>The Stone Age</td>
<td>Lexington</td>
<td>KY</td>
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<td>John V. Watson</td>
<td>Tile Market of Delaware, Inc.</td>
<td>Wilmington</td>
<td>DE</td>
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<tr>
<td>Victoria Jones</td>
<td>Tune Tile &amp; Granite</td>
<td>Lowell</td>
<td>AR</td>
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<tr>
<td>Martha F. Hansen</td>
<td>Unique-Natural, Inc.</td>
<td>Alvin</td>
<td>TX</td>
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<td>Paula K. Perry</td>
<td>Water Treatment Technologies</td>
<td>North Hampton</td>
<td>NH</td>
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<td>Alvaro Blanco</td>
<td>Artisan Stone Experience</td>
<td>Sarasota</td>
<td>FL</td>
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More detailed information about these 20 new members of MIA may be found on the MIA website, www.marble-institute.com. Changes to information in the MIA member database should be communicated to Jena at MIA—jolsen@marble-institute.com

See You Next Week

**MIA MEMBER RECEPTION**

(food, fun & prizes)

**coverings**

Wednesday, March 24, 2004
5:30 PM
Room N 320-H
Orange County Convention Center