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FOR IMMEDIATE RELEASE

## NEW TCA OFFICERS APPOINTED

The Tile Council of North America, Inc. (TCA) announces the appointment of new officers. Learn why these individuals volunteer their valuable time and energy to this association year after year.

### President

Svend Hovmand accepted the two-year position as President of the Tile Council. With more than 30 years of combined experience in building and managing ceramic plants, Mr. Hovmand is the President of Crossville Ceramics and has held a position on Crossville's Board of Directors since its inception. Mr. Hovmand, a recipient of a PhD. in Chemical Engineering from the University of Cambridge (England), has received several industry awards and continues to volunteer his time to several industry associations.

Mr. Hovmand stated, "Participating as a board member of TCA and in various committees since 1990 has enabled me to get a broader view of the tile industry in the U.S. than otherwise would have been possible. Furthermore, my participation in the TCA activities has provided me with many networking opportunities."

### First Vice President

Donald Olsen is the President and CEO of Laufen/United States Ceramic Tile Company. Mr. Olsen has more than 25 years of expertise in managing ceramic tile manufacturing companies.

"The ceramic tile industry is one of the most, perhaps the most, dynamic market in specialty building products today. The Tile Council is influential in the development of the market through promotional communication, the development of product standards, education and as an industry spokesperson. As the market continues to evolve, it is more important now than ever before that these efforts continue. I am glad to be able to contribute," remarked Mr. Olsen.

### Second Vice President

Victor Almeida is the President and CEO of Grupo Cencor (the holding company controlling Interceramic and other investments). Mr. Almeida's 25 years of ceramic tile industry experience and work on various boards of directors will assist our organization in serving the needs of our membership.

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**TILE COUNCIL OF NORTH AMERICA, INC.**

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“...Being an active member of the Board of Directors and the Executive Committee is the chance of a lifetime to contribute in a positive way to this great industry,” said Mr. Almeida.

## Treasurer

Richard Baiter, with Quarry Tile, was reelected as the Treasurer of the Tile Council. Mr. Baiter, a board member of TCA since 1981, has served on the Executive Committee for the past 4 years. He is the president of Quarry Tile Company, a specialty tile manufacturer located in Spokane, WA. Prior to relocating to the Pacific Northwest, he was in the banking industry on the East Coast.

Mr. Baiter regards his connection to TCA as a vital link to industry news. He also feels that it is important for TCA to continue to work with the entire ceramic tile industry to address the “common issues that face it.”

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