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## Volunteers Bolster TCNA – President’s Gavel Passes to Don Olsen

At the Tile Council of North America (TCNA) fall board meeting, Mr. Svend Hovmand with Crossville, Inc. passed the TCNA president’s gavel to Mr. Donald Olsen, President of Laufen/U.S. Ceramic Tile Company.

“For the past two years, Svend Hovmand volunteered his time and expertise as President of TCNA to help steer the association’s course,” said Eric Astrachan, Executive Director of TCNA. “Svend helped us grow into the association we are today,” concluded Mr. Astrachan.

As a member of the TCNA Board of Directors for the past 15 years, Mr. Hovmand, along with his fellow Board members, directed the Tile Council’s leadership role in promoting industry education, furthering the use of ceramic tile, and developing industry standards.

Under Mr. Hovmand’s direction, TCNA accomplished the following over the last two years:

- Increased participation in the development of industry standards:
  - a. Added more than 75 industry experts to the committees reviewing submissions to the Handbook.
  - b. Increased attendance by 60% at the Handbook Committee meeting where more than 300 submissions were considered for approval.
  - c. Increased the number of American National Standard Institute (ANSI) ASC-A108 committee members by 40%.
  - d. Developed a public review website for ANSI A108 proposed standards.
- Strengthened TCNA’s membership, staffing, and finances:
  - a. Opened membership to Mexican manufacturers.
  - b. Increased 40% in total North American membership from 119 members to 167 members with TCNA now representing more than 90% of the tile manufacturing capacity of the U.S., Mexico and Canada.
  - c. Increased TCNA’s lab revenue by 22% and built a new lab to accommodate additional business.
  - d. Increased revenue from Coverings by over 100%.

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

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- e. Hired a Director for TCNA - Mexico and opened an office in Monterrey, Mexico.
  - f. Hired a Senior Laboratory Manager to expand further the services and sales of TCNA's product testing lab.
  - g. Hired a Director for TCA Team – the independent inspection and consulting subsidiary of the Tile Council.
- Provided valuable services for the tile industry:
    - a. Published the 2005 Handbook for Ceramic Tile Installation and the 2005 Handbook CD-ROM.
    - b. Submitted seven new standards to ANSI for approval.
    - c. Completed a Life Cycle Cost Analysis proving tile is the most cost- effective flooring choice.
    - d. Expanded TCNA's educational programs:
      - a. Added AIA/CEU tracks reaching approximately 5000 architects and designers annually.
      - b. Increased the number of seminars presented at key trade shows and industry events.
      - c. Added staff to support the Ceramic Tile Education Foundation.

Mr. Hovmand will continue on the TCNA board and preside as Chairman of the TCNA Marketing Committee.

The new TCNA officers for 2006 and 2007 (two year terms) are: Donald (Don) Olsen (Laufen /U.S. Ceramic Tile Co.) serving as TCNA's President, Victor Almeida (Interceramic) serving as TCNA's First Vice President, Matthew Kahny (Dal-Tile Corporation) serving as TCNA's Second Vice President, and Richard (Dick) Baiter (Quarry Tile Company) serving as TCNA's Treasurer.

The Tile Council of North America represents manufacturers of ceramic tile, tile installation materials, tile equipment, raw materials and other tile-related products. It was established in 1945 as the Tile Council of America (TCA) and serves to promote the use of tile and to develop industry standards. Additionally, towards the goal of expanding the ceramic tile market in North America, the Tile Council regularly conducts independent research and product testing, works with regulatory and trade agencies, offers professional training, and publishes installation guidelines, tile standards, economic reports, and promotional literature.

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