

THE Cutting Edge

Exclusively for MIA Members



MIA ESTABLISHES FUND TO ASSURE SUSTAINABILITY EFFORT FOR NATURAL STONE

In April, the MIA launched the Natural Stone Sustainability Fund in order to raise funds to support the Natural Stone Council's sustainability initiative. The fund will also help the MIA defray the costs of several of its own sustainability initiatives including a green advertising campaign on behalf of the natural stone industry, the creation of natural stone sustainability CEU programs, the development of educational resources, and much more.

"Ultimately, it will help the MIA to further develop a case for natural stone being viewed as an environmentally preferred, sustainable building material," said 2010 MIA President, Brett Rugo, from Rugo Stone, LLC in Lorton, Virginia.

"MIA is raising funds to not only continue to support the work of NSC on sustainability, but also to educate designers and communicate to all a message about the many attributes of natural stone as a sustainable building material," Rugo continued.

Part of NSC's effort, supported by MIA and other stone industry organizations, has been to gather and develop data that makes a credible case for natural stone as a sustainable building material. Much of this work substantiating the stone industry's environmental footprint through

scientific means has been done by the University of Tennessee's Center for Clean Products (CCP), a credible and neutral third party.

"With MIA's global reach among quarriers, distributors, contracting installers, fabricators and others, we feel the association can really help in raising funds that will enable this effort to be accelerated," Rugo explained. Expenditures from the fund will be overseen by MIA's executive committee.



Rugo added, "this critical mission needs the financial contributions from every segment of the industry so that we can continue the research and development and communicate the stone industry's position as being serious about protecting the environment," he explained.

"Our goal is simple. We need to reaffirm the stone industry's overarching goal of positioning natural stone as the preferable green building material."

To facilitate the fund-raising effort, MIA has established the MIA Natural Stone Sustainability Honor Roll and will recognize and honor supporters at the following levels: Platinum, \$10,000 and above; Gold, \$5000-\$10,000; Silver \$2000-\$5000, and Bronze, \$500-\$2000.

PRESIDENT'S MESSAGE

Brett Rugo of Rugo Stone LLC is MIA President for 2010

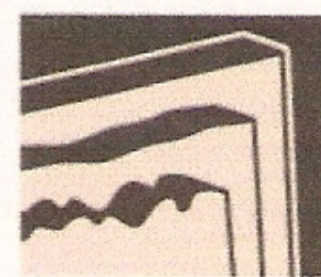


Educating the Specifiers

Perhaps the greatest opportunity for our industry lies with educating the vast design community that universally prizes stone as one of the most beautiful and durable products available. Unfortunately, there exists no continuous stream of technical and design training available to them, specific to natural stone.

I view the market as two separate sectors; business created by others (walk-ins, referrals, etc.), and projects your company creates for itself by actively promoting and educating the design community. I say "create", because I often find new clients

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MARBLE INSTITUTE
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STONE INDUSTRY EDUCATION

POWERED BY MIA

Members Focused on Education

You have probably heard the statement "people support what they help create." That statement certainly describes the 2010 MIA education program. Several education committees have been formed and the industry is benefiting from the contributions made by your peers. We'd like to showcase a few of them for you.

Slab Handling Safety Committee

In 2005 the MIA produced its slab handling safety training video. This video is just one of an array of safety resources available to assist with training needs (learn more at: www.marble-institute.com/safety). A second slab handling video is being created and will address topics not covered in the previous video. It will also address many of the needs of the wholesale slab distribution community. Committee members include:

- Jesse Bogan, AG&M
- Mark Friedrich, Arizona Tile
- Chad Vadnais, Daltile
- Paul McCabe, Midwest Tile
- Dinesh Bafna, Mont Granite
- Loc Nguyen, MS International
- Saket Hans, OHM International
- Petar Kefer, Omni Surfaces
- Jim Nikolopoulos, Walker Zanger

The video will debut early fall 2010. This committee is also working on a comprehensive employee program which may become a training model for all employees (fabricators and distributors) who handle slabs. More members are being recruited to assist in this safety initiative.

Chicago Education Host Committee

On April 15th, over fifty stone professionals attended the MIA/StoneWorld seminar, hosted by MS International at their Elk Grove Village (IL) facility. The host committee provided valu-

able insight for the speakers, host company, and planning staff that helped make the event a huge success. Committee members included:

- Shankar Vuyyuru, Acorn Granite & Natural Stone, Inc.
- Jeffery Heath, Stateline Stone Co.
- Tom Truitt, Sprovieris Custom Counters
- Sandya Dandamudia, Granite Innovation, Inc.
- Tom Rogan, Rogan Granitindustrie
- Juliette Keith, Marble Emporium, Inc.
- Lisa Park, Sungloss Marble Co.
- Susan Van Etten, Murphy Marble Co.
- Heythal Kamdar, M S International, Inc.

"The host committee has become a great resource for the program. Members who participate receive discounted registration, \$100 MIA bookstore credit, and a great opportunity to share their talents and resources with industry colleagues," stated Jim Hieb, MIA vice president. Openings are still available for host committees for other upcoming events (see schedule below). Contact the MIA if interested in serving.

Glossary of Terms Committee

This committee is leading an effort to dramatically expand the current MIA glossary of terms, include illustrations, and translate it into multiple languages. Key to the committee

makeup is that the members represent a variety of industry segments. Committee members include:

- John Cogswell, CogswellStone (co-chair)
- Keith Graves, Marva Marble & Granite (co-chair)
- Todd Robertson, Vermont Quarries
- Brett Rugo, Rugo Stone
- **Rawi Tabbah, International Stoneworks**
- Fritz Von Hirsch, Regent Products
- Michele Ballarin, Breton
- Clark Tucker, Midwest Tile

Look for more details from this committee in the upcoming months.

Get Involved

Members who would like to share their talents and resources should contact the MIA staff at 440-250-9222 or go online to www.marble-institute.com/getinvolved.



Special thanks to MS International for hosting the April 15th seminar. Pictured (left to right) - Heythal Kamdar, Alex Bachrach (StoneWorld), Sanjay Sanghvi, & Tom Costello

"ON-THE-ROAD" AGAIN WITH MIA

Stone Industry Education Brought to you by the MIA & Stone World

Business Success for Fabricators – Marketing your Company in Today's Business Environment

June 9 - Ft. Lauderdale, FL

Business Success for Fabricators - Don't Let Revenue Slip Away!

June 30 - St. Louis, MI

July 20 - Calgary, AB

July 22 - Denver, CO

September 15 - San Francisco, CA

September 22 - Minneapolis, MN

October 5-6 - Vermont Quarry Tours

October 18-19 - MIA Leadership Workshop - Dallas, TX

www.marble-institute.com or www.stoneworld.com/miaeducation

Mark Your Calendars Today!