



NKBA awards

StonExpo 2011:
education

The Magazine For Stone Professionals

StonExpo 2011

a compelling comp: knowledge

Photo courtesy StonExpo

LAS VEGAS – It's a Las Vegas tradition to offer something for free, but StonExpo/Marmomacc Americas 2011 offers a premium perk: education.

Admission to the event's lineup of seminars and workshops on Jan. 24-27 will be free to attendees registering before Dec. 16. In previous years, StonExpo's educational roster required paid access.

"By offering the educational program free with exhibits admission," says Dana Teague, Hanley Wood show director, "StonExpo/Marmomacc Americas is making a commitment to our attendees that they can still receive the top-notch education that they have come to expect over the years, and that StonExpo/Marmomacc Americas is truly investing in the success of their business."

The 2011 lineup isn't a pared-down list, either, with 23 seminars specific to stone/countertop/installation issues.

In the Stone Fabrication/Installation track, the Jan. 24 sessions include *Developing a Cure for Those Nasty Fabrication and Installation Headaches*, with Ronald Hannah of Cadenza Granite and Marble and Keith Graves of Marva Marble and Granite; *Interior Residential Waterproofing*, with Greg Mowat and Don Halvorson of Forensic Tile Consultants; and *Creating a Foolproof Templating Protocol*, with Jason Nottestad of VT Industries (and writer of "The Installer" *Stone Business* columns) joining Cadenza's Hannah.

On Jan. 25, Stone Fabrication/Installation features *Resin-Treated Slabs: Why to Treat and How to Solve Associated Problems* with Filippo Emanuel of Tenax USA. The Jan. 26 sessions include *Sustainable Design and Installation: Natural Stone Slab and Tile Veneer*, with Rodney Harvey of Curtainwall Design Consulting; and the *Fabricator/Installer Forum*, moderated by Scott Lardner of Rocky Mountain Stone and including Rafael Bernal of Great Lakes Granite & Marble, Rejeana Ellis of Affordable Stone Products Inc. and Cadenza's Hannah.

The Care/Installation/Restoration track includes *Stone Refinishing and Repair: Practical Applications and How-Tos*, with Cameron DeMille of MilleStone Marble & Tile Inc. on Jan. 25; the *Care, Maintenance and Restoration Forum*, also on Jan. 25, offers Rod Sigman of Custom Building Products/Aqua Mix as moderator, with panelists David Bonasera of Environmentally Safe Products & Procedures, Tom McNall of Great Northern Stone (and *Stone Business* columnist) and Ravi Tabbah of International Stoneworks Inc.

Bonasera and McNall return on Jan 26 with *Walking the Fine Line Between Maintenance and Restoration*. Also on Jan. 26, Joseph and Albert Salvo of Miracle Sealants Co. offer *Straight Talk: Solvent-Based vs. H₂O-Based Impregnators & Penetrating Sealers, Compliance & Market Importance*.



The StonExpo Business track begins on Jan. 24 with *Are You Cheating Yourself? A Review of Cost vs. Price*, with Duane Naquin of Stone Interiors. The next day, Kevin Padden of the AZ School of Rock leads *Water and Air: Essential Systems for Fabrication Shops*, along with *Hope is Not a Business Plan*, with Mark Lauzon of Denali Slab Studio.

The Business sessions continue on Jan. 26 with *Know Before You Import: US Customs Classification of Building Stone*, with Jacob Bunin of U.S. Customs and Border Protection. Also on Jan. 26, there's *Profit in a Highly Competitive Marketplace: The 4 Core Competencies of Successful Companies*, with Aaron Crowley of Fabricators Friend.

There's also a sales seminar designed specifically for the stone trade: *Advanced Selling Skills for the Modern Fabricator*, with Denali's Lauzon, on Jan. 27.

The Building Designs & Trends track kicks off on Jan. 24 with *Thinking Inside the Rock - The Mineralogical Makeup of a Natural Stone*, with Chuck Muehlbauer of the Marble Institute of America. Muehlbauer returns on Jan. 25 with *Specifying and Selecting Stone Materials*.

Christian Pongratz of Texas Tech University's College of Architecture offers *Design Exploration and Technological Innovation* on Jan. 26; *Whole Building Design*, also on Jan. 26, features Stephanie Vierra of Vierra Design and