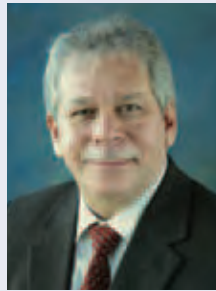


The Cutting Edge

Special International Bulletin



2013 MIA President

Jonathan Zanger

Walker Zanger
Perth Amboy, New Jersey



The Marble Institute of America values the international stone community. Jonathan Zanger of Walker Zanger, the 2013 MIA President, has made international outreach and communication one of his top priorities. As a result, the MIA has translated his column from the January / February issue of *The Cutting Edge* newsletter into 13 languages.

- Arabic2-3
- French.....4
- German5
- Greek6-7
- Hebrew.....8-9
- Hindi10-11
- Italian.....12
- Portuguese.....13
- Mandarin14-15
- Russian.....16-17
- Spanish.....18
- Turkish19
- Vietnamese20-21

Entire January / February newsletter, in English, follows the translations.

We hope you find this to be useful and informative.
If you have any questions about any of the MIA's 2013 initiatives or for membership information, please don't hesitate to contact us at miainfo@marble-institute.com.

Arabic

Translated by Mr. Samir Dahdal, of Nassar Stone

أود أن أبدأ أول مقالة لي كرئيس لمؤسسة الرخام الأمريكية (MIA) بتوجيه التقدير والاحترام لمن سبقوني في هذا الموقع، والذين رأيت أنهم لم يبخلوا بوقتهم وجهدهم خلال فترة عملي في مجلس الإدارة.

Mike Twiss قام بعمل رائع في السنة الأخيرة بقيادته لمجلس الإدارة إلى أن تم تسمية نائب تنفيذي جديد للرئيس، وقد بنى على نجاحات الكثير مثل

G.K. Naquin, Jim Hogan, Guido Gliori, Brett Rugo,

ومع بداية عام جديد، فإننا نلمس تحسناً في صناعة البناء، ونأمل جميعاً أن يكون هذا الركود القاسي في مراحله الأخيرة، فمن تعايش مع الوضع خلال السنوات الأربعة الأخيرة هو الأقوى ومن تطور خلالها كان محظوظاً، لكننا جميعاً نعلم أن الكثير في صناعتنا لم يتمكنوا من مواجهة تلك العاصفة.

وبالنظر إلى الماضي القريب، فإن الحاجة إلى مؤسسة صناعية قوية أصبحت أكثر إلحاحاً، فكثير من القضايا التي تواجهنا أكبر بكثير من أن نتغلب عليها شركة بمفردها، فبالعمل معاً ستكون لنا فرصة تحسين شؤوننا، وهذا هو جوهر أية مؤسسة صناعية قوية، وهو الأساس الذي يستند عليه عمل مؤسسة الرخام الأمريكية (MIA)).

لقد شهد هذا العام تقاعد السيد Distelhorst Gary، والذي شهدت المؤسسة انتعاشاً خلال فترة عمليه، وتسلم موقع نائب الرئيس التنفيذي السيد Jim Hieb، الذي يحظى بثقة مجلس الإدارة وثقة جميع من يعرفه من الأعضاء، ومع Jim قمنا بوضع خطة عمل لتنفيذ برنامج قوي لهذا العام، وفيما يلي أعرض عليكم ملخصاً لخطة عمل جزء مما هو قادم:

- **الفروع المحلية والإقليمية**، ستبدأ مؤسسة الرخام الأمريكية (MIA) برنامجاً إرشادياً لهذا العام من خلال تشكيل فرعين أو ثلاثة فروع إقليمية، ونأمل أن نتمكن خلال السنوات القادمة من توسيع هذا البرنامج ونشر فروع محلية للمؤسسة في كافة مناطق أمريكا الشمالية، حيث الفروع المحلية سوف تمكننا من التواصل مع عدد أكبر من الأعضاء وأصحاب المهنة و المستهلكين بما لديهم من برامج لاقت نجاحاً عظيماً، وأيضاً بإمكانهم تشكيل جسم للأعضاء يمكنهم من العمل المشترك في شؤونهم المحلية.

- **البحث والدراسة**، العمل الذي قادته المؤسسة خلال فترة التخوف من العناصر المشعة استمر خلال العام 2012، فقد قدمنا دراسة علمية واضحة تتعلق بمخاطر العناصر المشعة في المنازل بسبب استخدام الجرانيت، الدراسة خلصت إلى أن الإشعاعات المنبعثة من الجرانيت هي أقل من المستوى الذي يمكن أن يشكل قلقاً على الصحة منه، وستستمر المؤسسة في عمل الدراسات العلمية اللازمة لإظهار سلامة وأمن استخدام منتجاتنا لموظفينا وزبائننا.

• **التعليم والتوسع**، سوف نستمر ف تحسين وتوسيع خدمات وحدة التعليم المستمر لدينا، لنتمكن الشركات الأعضاء من التواصل مع المماريين والمصممين عبر مواد تدريبية مميزة، حيث في العام الماضي سجلت المؤسسة رقماً قياسياً في البرامج التدريبية التي قدمتها للشركات الأعضاء في المؤسسة.

• **النشرات الفنية**، تشارك المؤسسة ISFA لإصدار كتيب يحوي معايير الحجر الصناعي، ومع إدراكنا أن مهمتنا هي الترويج للحجر الطبيعي، لكننا نعلم أيضاً أن كثيراً من أعضائنا يعملون بالحجر الصناعي وبإمكان المؤسسة توفير هذه الخبر عند الحاجة لها. إضافة إلى ذلك فإننا نعمل على تجهيز دليل الترميم والصيانة والذي سيضاف إلى دليل التصميم.

• **السلامة**، ستستمر المؤسسة في تقديم البرامج التدريبية المتعلقة بالسلامة والتي ساعدت في تجنب إصابات العمل لدى أعضائنا وعمالنا.

لكل ما تقدم، فإنني أحثكم على الانخراط في مؤسسة الرخام الأمريكية (MIA))، تجديد عضويتكم مبكراً، وتشجيع أصدقائكم وشركائكم في الصناعة ليصبحوا أعضاء في المؤسسة، فعندما يكون الموردون والموزعون والمصنعون في أمريكا الشمالية ومن يعمل في أمريكا الشمالية من أنحاء العالم، عندما يصبح كل هؤلاء جزءاً من المؤسسة فإن إمكانياتنا المشتركة سوف تضيف القوة لصناعتنا ولنا أيضاً.

متنياً لكم سنة سعيدة.

French

Translated by William Hainaux, SN Hansez France

Je voudrais commencer ma première chronique en qualité de Président du MIA en donnant un coup de chapeau à mes prédécesseurs et mentors. Ils ont tous généreusement donné de leur temps et de leurs compétences pendant ces années où j'ai siégé au Conseil. Mile Twiss a fait un travail formidable l'année dernière en dirigeant le Conseil à la nomination d'un nouveau Vice Président Exécutif. Il a constructivement poursuivi la tâche de G.K. Naquin, Brett Rugo, Guido Gliori et Jim Hogan, pour ne citer qu'eux.

En ce début d'année, les choses semblent finalement se redresser un peu dans le secteur de la construction. Il ne nous reste plus qu'à espérer que cette récession vicieuse et tenace soit en bout de course. Ceux qui ont survécu aux aléas des quatre dernières années en sont sortis plus forts. Ceux qui ont prospéré ont eu beaucoup de chance. Malheureusement, comme nul ne l'ignore, beaucoup dans notre industrie n'ont pas pu résister à la tempête.

A la lumière du passé récent, la nécessité d'une association professionnelle forte n'a jamais été aussi importante. Beaucoup de problèmes auxquels nous sommes confrontés sont de trop grande envergure pour être traités individuellement. C'est en travaillant ensemble, que nous nous donnerons la possibilité d'améliorer les choses pour nous tous. C'est l'essence même d'une organisation professionnelle forte et le principe directeur du Marble Institute of America.

2012 a été l'année du départ en retraite de Gary Distelhorst, qui a relancé cette organisation au cours de son mandat. Jim Hieb, en assumant le rôle de Vice Président Exécutif, a la confiance du Conseil et de chaque membre qui le connaît. Vous ne trouverez pas meilleur avocat de la cause de l'industrie

de la pierre et défenseur de notre adhésion. Avec Jim, nous avons tracé les grandes lignes d'un programme agressif pour cette nouvelle année.

Je voudrais vous donner un bref aperçu de quelques uns des prochains événements à venir:

- **Sections régionales et locales:** Le MIA démarre un programme pilote cette année en créant deux ou trois sections régionales. Nous espérons ainsi pouvoir étendre le programme au cours des prochaines années jusqu'à couvrir l'Amérique du Nord avec des sections locales. Les sections locales permettront de toucher beaucoup plus de membres, professionnels et consommateurs avec les nombreux programmes qui ont eu un grand succès. Elles peuvent aussi susciter la création d'un forum pour que les Membres puissent travailler ensemble sur des sujets locaux.
- **Études et recherches:** Les travaux pilotés par le MIA pendant la peur du Radon ont continués en 2012. Nous avons souscrit à une étude scientifique, évaluée par des spécialistes, sur le risque de présence de Radon dans la maison en raison de l'utilisation du granit. L'étude a démontré que « la radiation émise par les comptoirs en granit est de très loin sous les niveaux qui pourraient poser un problème pour la santé. » Le MIA va continuer à souscrire à de telles études pour démontrer scientifiquement la sécurité de nos produits tant pour nos membres que pour leurs clients.
- **Éducation et sensibilisation:** Nous allons continuer à développer et à améliorer les offres de notre UEC (Unité d'Éducation Continue) de façon à ce que nos sociétés membres disposent des outils nécessaires pour

toucher les architectes et les décorateurs locaux avec des présentations utiles et intéressantes. L'an dernier, un nombre record de cours de l'UEC a été organisé par les firmes membres du MIA.

- **Publications techniques:** Nous sommes en partenariat avec l'ISFA pour produire une brochure sur les normes standards pour plan de cuisine et plans vasques en pierre artificielle ; similaire au MIA Countertop Module. Nous reconnaissons que notre mission est la promotion de la pierre naturelle mais nous savons aussi que beaucoup de nos membres travaillent avec de la pierre artificielle et le MIA est le seul capable de fournir cette expertise. Nous travaillons aussi à la rédaction d'un manuel sur la restauration/maintenance qui complètera parfaitement le « Design Manual.
- **Sécurité:** Nous continuerons à produire les très populaires modules de formation en sécurité qui ont très certainement évité des accidents aux membres et à leur clients sur les chantiers.

Pour cela et pour bien d'autres raisons, je vous exhorte à vous impliquer dans le MIA.

Renouvelez votre cotisation à temps.

Encouragez vos amis et vos partenaires dans l'Industrie à devenir membre.

Lorsque tous les fournisseurs, distributeurs, façonniers et poseurs en Amérique du Nord ainsi que ceux dans le monde entier qui travaillent avec l'Amérique du Nord feront partie du MIA, nos compétences combinées renforceront certainement notre industrie, et nous tous.

Bonne année !

German

Translated by Christian Alberter, JMS

I möchte meine erste Kolumne als MIA Präsident gerne damit beginnen, mich bei meinen Vorgängern und Mentoren zu bedanken. Sie alle haben sehr großzügig ihre Zeit und ihr Engagement während den Jahren geopfert, die ich im Vorstand des MIA verbracht habe. Mike Twiss hat großartige Arbeit als Vorsitzender im letzten Jahr geleistet indem er den Vorstand dabei geleitet hat, einen neuen Geschäftsführer zu ernennen. Er hat auf den Erfolgen von G.K. Naquin, Brett Rugo, Guido Giori und Jim Hogan aufbaut, um nur einige zu nennen.

Mit dem Beginn des neuen Jahres scheint sich die Lage in der Bauindustrie endlich wieder aufzuhellen. Wir können alle hoffen, dass diese hartnäckige und brutale Rezession in ihren letzten Zügen ist. Diejenigen die die letzten vier Jahre überlebt haben gehen stärker heraus. Diejenigen die in dieser Zeit erfolgreich waren können sich glücklich schätzen. Aber wir alle wissen nur zu gut, dass viele in unserer Branche nicht in der Lage waren, diesen Sturm zu überstehen.

2012 bedeutete für uns den Ruhestand von Gary Distelhorst, der in seiner Amtszeit diesen Verband aufleben ließ. Jim Hieb, sein Nachfolger, hat das volle Vertrauen des Vorstandes und jedes Mitglieds das ihn kennt. Weit und Breit gibt es keinen kompetenteren Vertreter für die Steinindustrie und unseren Verband. Zusammen mit Jim haben wir einen sehr aggressiven

Zeitplan für das neue Jahr erstellt.

Im folgenden möchte ich Ihnen kurz einen Auszug über die kommenden Aktionen geben:

- **Regional and Local Chapters:** Das MIA wird in diesem Jahr ein Pilotprogramm starten bei dem zwei bis drei regionale Einheiten gebildet werden. Wir hoffen dieses Programm in den kommenden Jahren auszubauen bis Nordamerika vollständig in regionale MIA-Einheiten unterteilt ist. Regionale Einheiten (Local Chapters) werden uns helfen mehr Mitglieder, Beschäftigte und Kunden mit den Programmen zu erreichen, die bereits einen großen Erfolg hatten. Diese Einheiten können auch ein Dach für Mitglieder bieten, unter dem sie bei regional-spezifischen Themen zusammenarbeiten können.
- **Research and Study:** Die Arbeit des MIA im Zusammenhang mit der Radonbelastung von Granit wurde im Jahre 2012 fortgesetzt. Wir haben ein Gutachten veröffentlicht, das sich mit dem Risiko von Radon im Hausgebrauch im Zusammenhang mit der Verwendung von Granit beschäftigt. Die Studie hat gezeigt, dass die von Granitarbeitsplatten ausgehende Strahlung weit unter der ist, die eine Gesundheitsgefährdung verursachen könnte. Das MIA wird diese Arbeit fortführen um wissenschaftlich zu zeigen und nachzuweisen, dass unsere Produkte sicher

sind, für den Kunden als auch für unsere Mitarbeiter

- **Education and Outreach:** Wir werden das Angebot unseres Schulungsprogramms (CEU – Continuing Education Unit) weiter ausbauen und es so unseren Mitgliedsunternehmen ermöglichen, die Werkzeuge zu haben lokale Architekten und Designer mit Präsentationen zu versorgen, die nützlich und interessant sind. Letztes Jahr hatten wir ein Rekordergebnis an CEU Kursen, ausgerichtet von MIA Mitgliedsunternehmen.
- **Technical Publications:** In Zusammenarbeit mit dem ISFA erstellen wir eine Broschüre für Standards bei Kunststeinküchenarbeitsplatten, ähnlich dem MIA Countertop Module. Grundsätzlich sehen wir es als unsere Aufgabe an, Naturstein zu promoten, aber wir wissen auch, dass viele unserer Mitglieder mit Kunststein arbeiten. Das MIA hat auch hierzu die Kompetenz, dieses Wissen zur Verfügung zu stellen. Wir arbeiten auch an einem Handbuch für Restaurierung und Wartung, das in enger Beziehung zum bekannten Design Manual steht.
- **Safety:** Auch hier werden wir unsere Arbeit fortsetzen und die sehr beliebten Sicherheitstrainingsmodule anbieten, die sehr geholfen haben, Unfälle und Verletzungen bei unseren Mitgliedern und Kunden zu verhindern.

Greek

Translated by Ms. Christie Solakis, of SOLAKIS ANTONIOS MARBLE SA

Θα ήθελα να ξεκινήσω την στήλη μου ως Πρόεδρος του MIA με έναν χαιρετισμό στους προκατόχους και συμβούλους μου. Όλοι έχουν δώσει γενναιόδωρα το χρόνο και τις ικανότητές τους κατά τη διάρκεια των ετών που έχω υπηρετήσει το Συμβούλιο. Ο Mike Twiss έχει κάνει μια φανταστική δουλειά τον τελευταίο χρόνο με το να οδηγήσει το συμβούλιο να διορίσει έναν νέο Διοικητικό Αντιπρόεδρο. Έχει οικοδομήσει πάνω στις επιτυχίες του G.K. Naquin, Brett Rugo, Guido Gliori και Jim Hogan, για να ονομάσω μερικούς.

Καθώς ξεκινάμε μία νέα χρονιά, τα πράγματα στην βιομηχανία της οικοδομής φαίνονται να βελτιώνονται. Μπορούμε όλοι να ελπίσουμε ότι η παρούσα επίμονη κακοήθης δυσπραγία βρίσκεται στο τέλος της. Εκείνοι οι οποίοι έχουν επιβιώσει τα τελευταία τέσσερα χρόνια είναι δυνατότεροι γι αυτό. Εκείνοι οι οποίοι έχουν ευημερήσει είναι τυχεροί. Εν τούτοις όπως γνωρίζουμε πολύ καλά, πολλοί στην βιομηχανία μας ήταν ανίκανοι να ανταπεξέλθουν στις δύσκολες στιγμές.

Δεδομένου του πρόσφατου παρελθόντος, η αναγκαιότητα μιας δυνατής Βιομηχανικής συνεργασίας είναι ακόμη μεγαλύτερη. Πολλά από τα θέματα που αντιμετωπίζουμε είναι πολύ μεγάλα για οποιαδήποτε εταιρεία να επιληφθεί. Δουλεύοντας μαζί, έχουμε την ευκαιρία να κάνουμε τα πράγματα καλύτερα για όλους μας. Αυτή είναι η ουσία ενός δυνατού οργανισμού, και είναι η καθοδηγήτρια αρχή του Ινστιτούτου Μαρμάρου.

Το 2012 σηματοδότησε την συνταξιοδότηση του Gary Distelhorst, ο οποίος αναβίωσε τον παρόν οργανισμό κατά τη διάρκεια της θητείας του. Ο Jim Hieb, διαβαίνοντας τον ρόλο του Διοικητικού Αντιπροέδρου, έχει την εμπιστοσύνη του συμβουλίου και κάθε μέλους που τον γνωρίζει. Δεν θα βρείτε πιο προσηλωμένο υπερασπιστή για την βιομηχανία της πέτρας και την σχέση μεταξύ μελών. Με τον Jim, έχουμε σχεδιάσει μία επιθετική ημερήσια διάταξη για τη νέα χρονιά.

Θα ήθελα να σας δώσω μία σύντομη περιγραφή από λίγα από τα πράγματα που έρχονται:

- **Περιφερειακά και τοπικά τμήματα:** Το MIA θα ξεκινήσει ένα πειραματικό πρόγραμμα φέτος, σχηματίζοντας δύο με τρία περιφερειακά τμήματα. Ελπίζουμε ότι μπορούμε να επεκτείνουμε το πρόγραμμα τα επόμενα χρόνια μέχρι να καλύψουμε την Βόρειο Αμερική με τοπικά τμήματα της MIA. Τα τοπικά τμήματα θα μας επιτρέψουν να αγγίξουμε πολλά περισσότερα μέλη, επαγγελματίες και καταναλωτές με τα πολλά προγράμματα που έχουν μεγάλες επιτυχίες. Μπορούν να παρέχουν ένα τόπο για τα Μέλη να συζητούν μαζί σε τοπικά θέματα επίσης.
- **Έρευνα και μελέτη:** Η εργασία που πειραματίστηκε η MIA κατά τη διάρκεια του πανικού ραδονίου συνεχίστηκε το 2012. Αναλάβαμε μία επιστημονική, ισότιμη αξιολόγηση μελέτη του κινδύνου του ραδονίου στο σπίτι λόγω της χρήσης του γρανίτη. Η μελέτη έδειξε ότι «η εκπομπή ακτινοβολίας από τον γρανίτη είναι κατά πολύ κάτω από τα επίπεδα που θα έθεταν πρόβλημα υγείας». Το MIA θα συνεχίσει

να αναλαμβάνει μελέτες για να δηλώνει επιστημονικά την ασφάλεια των προϊόντων μας και για τους εργαζομένους και για τους πελάτες μας.

- **Εκπαίδευση και υπέρβαση :** Θα συνεχίσουμε να επεκτείνουμε και να βελτιώνουμε τις προσφορές στην CEU (Συνεχιζόμενη Μονάδα Εκπαίδευσης) έτσι ώστε τα μέλη εταιρείες θα έχουν τα εργαλεία να επικοινωνούν με τοπικούς αρχιτέκτονες και σχεδιαστές με παρουσιάσεις που είναι χρήσιμες και ενδιαφέρουσες. Τον προηγούμενο χρόνο, ένας αριθμός ρεκόρ των κύκλων μαθημάτων του CEU φιλοξενήθηκαν από τα μέλη εταιρείες.
- **Τεχνικές εκδόσεις:** Συνεταιριζόμαστε με την ISFA για να παράγουμε φυλλάδια επίπεδα εργασίας για μηχανική πέτρα , παρόμοια με του MIA Countertop Module. Αναγνωρίζουμε ότι η αποστολή μας είναι η προώθηση της φυσικής πέτρας, αλλά επίσης γνωρίζουμε ότι πολλά από τα μέλη μας δουλεύουν με μηχανική πέτρα, και το MIA είναι μοναδικά ικανό να παρέχει αυτήν την πραγματογνωμοσύνη. Επίσης δουλεύουμε ένα εγχειρίδιο πάνω στην αποκατάσταση/ συντήρηση , το οποίο θα γίνει συνοδός στο Εγχειρίδιο Σχεδιασμού.
- **Ασφάλεια:** Θα συνεχίσουμε να παράγουμε τις πολύ δημοφιλείς ενότητες εκπαίδευση ασφάλειας που πιθανά έχουν βοηθήσει προς την αποφυγή τραυματισμού πάνω στην εργασία για τα μέλη και τους πελάτες μας.

Γι αυτούς και πολλούς άλλους λόγους, σας προτρέπουμε να εμπλακείτε με το MIA. Ανανεώστε την κατάσταση μέλους νωρίς. Ενθαρρύνετε τους φίλους και συνεργάτες στην Βιομηχανία για να γίνουν μέλη. Όταν όλοι οι προμηθευτές μας, διανομείς, κατασκευαστές , εγκαταστάτες στην Βόρεια Αμερική, και εκείνοι σε όλο τον κόσμο που δουλεύουν στη Βόρειο Αμερική γίνουν μέλος στο M.I.A. , η συνδυασμένη μας ικανότητα σίγουρα θα δυναμώσουν την βιομηχανία μας, και όλους μας.

Καλή Χρονιά

Hebrew

Translated by Arik Grebelsky, A. Grebelsky & Sons

י בתפקיד ולמדריכים לקודמים לתודות ב MIAברצוני לפתוח את הטור הראשון שלי כנשיא כולם העניקו לי בנדיבות מזמנם ומכישרונם במהלך השנים בהן כיהנתי בוועד המנהל שלי. עשה עבודה נהדרת בשנה האחרונה בהובלת הוועד המנהל בתהליך המינוי של Mike Twiss ואחרים. G.K. Naquin, Brett Hugo, Guido Gliori, Jim Hogan הוא נשען על הצלחותיהם של ס

אנו יכולים רק המצב בענף הבניין מתחיל סוף סוף להשתפר. נראה כי בתחילת השנה החדשה לקוות שהמיתון העיקש והקשה נמצא בנסיגה. אלו ששרדו את ארבע השנים האחרונות חזקים יותר עתה. אלו ששגשגו ברי מזל. אך, כפי שאנו יודעים, רבים בענף שלנו לא הצליחו רה. לעמוד בסע

. סוגיות רבות העומדות בפנינו הצורך באיגוד חזק אף רב יותר לאור התקופה האחרונה, יש לנו הזדמנות לשפר בעבודה משותפת גדולות מכדי שחברה יחידה תצליח להתמודד עמן. MIA. את המצב עבור כולנו. זוהי המהות של ארגון) תעשיינים (גדול וזהו הקו המנחה של ה

Jim Hieb, אשר החיה ארגון זה בתקופת כהונתו. Gary Distelhorst בשנת 2012 פרש, זוכה לאמון מצד הוועד המנהל ומכל חבר המכיר אותו. לא תמצאו EVP שנכנס לתפקיד תומך מחוייב ממנו לתעשיית האבן.

התוויון סדר יום נחוש לשנה החדשה. יחד עם ג'ים,

השנה: מה שצפוי לנוחלק מלהלן תיאור קצר של

סניפים אזוריים ומקומיים:

יתחיל השנה בתכנית ניסיונית, במסגרתה יוקמו שניים עד שלושה סניפים אזוריים. MIA תקוותנו היא שנוכל להרחיב את התכנית בשנים הבאות עד שנכסה את צפון אמריקה. סניפים מקומיים יאפשרו לנו להגיע לחברים רבים יותר, לאנשי MIA בסניפים מקומיים של להוות הסניפים יוכלו כמו כן, וע ולצרפנים, עם התכניות הרבות שזכו להצלחה רבה. מקצ עבור החברים פורום לעבודה משותפת ברמה המקומית.

מחקר:

הכולל בתקופת בהלת הראדון נמשכה בשנת 2012. ערכנו מחקר מדעי, MIA - עבודת ה הערכת עמיתים, על סכנת הראדון בבית בשל השימוש בגרניט. המחקר העלה כי "קרינה נמצאת הרבה מתחת לרמות המסכנות את הבריאות". במטבח הנפלטת ממשטחי גרניט

ימשיך לערוך מחקרים שיוכיחו באופן מדעי את בטיחות מוצרינו, הן עבור עובדים MIA - ה והן עבור לקוחות.

הילהחינוך וק

המאפשרת לחברים לרכוש כלים (CEU) נמשיך להרחיב ולשפר את יחידת החינוך ההמשכי (שיסייעו להם להגיע לאדריכלים ומעצבים מקומיים בעזרת מצגות שימושיות ומעניינות. MIA שהתקיימו אצל חברי CEU בשנה האחרונה נרשם מספר שיא של קורסי

פרסומים טכניים:

סטנדרטים של משטחים למטבח מאבן בהפקת חוברת ISFA אנו משתפים פעולה עם מלאכותית, דומה לחוברת הקיימת. אמנם מטרתנו היא קידום האבן הטבעית, אך אנו יודעים בתחום לבדו יכול לספק את מומחיותו MIA שרבים מחברינו עובדים עם אבן מלאכותית, ון מדריך, שיצורף למדריך העיצוב. שיפור/עדכו. אנו עובדים גם על זה

בטיחות:

נמשיך להפיק את הדרכות הבטיחות הפופולריות, שסייעו למנוע פציעות בעבודה אצל חברינו ולקוחותינו.

MIA, אני פונה אליכם בבקשה להיות מעורבים בפעילות

חדשו את חברותכם בהקדם. עודדו חברים ושותפים בתעשייה להפוך לחברים. כאשר כל הספקים, המפיצים, היצרנים והמתקינים בצפון אמריקה, ובמדינות בעולם העובדות עם צפון, נוכל ביחד לחזק את התעשייה ואת כולנו. MIA אמריקה, יהיו חלק מ

בברכת שנה טובה!

זנגר ונתן'ג

נשיא

Hindi

Translated by Gautam Chand Jain, Pokarna

मैं एमआईए के अध्यक्ष के तौर पर आपके समाने अपनी बात रखना चाहता हूँ कि मेरे से पहले बोर्ड के कार्यकाल के दौरान पदाधिकारी एवं संचालन कर्ता ने केवल अपना अमूल्य समय दिया, बल्कि अपनी क्षमता का भी बशुबी प्रदर्शन किया। गत वर्ष बोर्ड के नये कार्यकारी उपाध्यक्ष माईक टीव्स का कार्य बहुत ही प्रशंसनीय रहा। उनके साथ जी.के.नक्वीन, ब्रेट रुगो, गाईडो ग्लोरी एवं जीम हॉगन सहित और अन्य कई नाम हैं, जिन्होंने अपने कार्य को अंजाम देकर इसको सफलता पूर्वक आगे बढ़ाया।

नव वर्ष की शुरुआत के साथ ही हमारा निर्माण उद्योग अंततः प्रगति की रफ्तार पकड़ रहा है। हम आशा करते हैं कि मंदी का यह कठिन दौर अब अपने अंतिम छोर की ओर है। पिछले चार सालों जो हमने कठिनाई के साथ गुजारे हैं वह अब बदल रहा है और अच्छा दौर आने वाला है। साथ ही हम यह भी जानते हैं कि हममें से कई उद्योग इस मंदी की आंधी को झेल नहीं पाये। हालहि के समय में उद्योग संघ को मजबूत करने आवश्यकता महसूस हुई है। हमारे सामने कई मुद्दे चुनौती के रूप में सामने आये, जिनको दूर करने की आवश्यकता है। हम सभी साथ मिलकर कार्य करेंगे, तो हम सभी को लाभ के अवसर मिलेंगे। आज ओद्योगिक संगठन एवं संगममर संस्थान के दिशानिर्देश के मुख्य सिद्धांतों को मजबूत करने की जरूरत है।

इस संगठन को पुनःजीवित करने वाले गैरी डिस्टेलहोस्ट वर्ष 2012 में सेवानिवृत्त हुए हैं। ईवीपी की भूमिका निभाने वाले जिम हैब से बोर्ड का आत्मविश्वास मजबूत हुआ है और इस बात से सभी परिचित ही हैं। स्टोन उद्योग एवं हमारी सदस्यता के लिए पूर्ण कटिबद्ध से कार्य करने वाला उनसे अच्छा व्यक्ति हमें नहीं मिल सकेगा। जिम के साथ मिलकर नववर्ष पर एक प्रखर एजेंडा तैयार किया गया है।

मैं आपको उसके मुख्य अंशों के बारे में थोड़ी जानकारी देना चाहता हूँ जो इस प्रकार है:-

क्षेत्रिय एवं स्थानीय चैप्टर

इस वर्ष एमआईए का प्रमुख कार्य दो या तीन क्षेत्रिय चैप्टर का स्थापित करने होगा। हम यह आशा करते हैं कि आगामी वर्ष में अपने कार्य को विस्तारित कर सकेंगे और इसी दौरान उत्तर अमेरिका और स्थानीय एमआईए चैप्टरों को भी शामिल कर लेंगे। स्थानीय चैप्टरों के माध्यम से कई कार्यक्रम चलाते हुए हम अधिक से अधिक सदस्यों, प्रोफेशनलों और उपभोक्ताओं तक पहुँचने में सफल होंगे। इसके साथ ही हम स्थानीय मुद्दों पर कार्य करने के लिए सदस्यों को एक अच्छा मंच दे सकेंगे।

शोध एवं अध्ययन:- एमआईए का रेडोन स्केर कार्यक्रम 2012 में भी जारी रहेगा। हमने ग्रैनाईड के उपयोग के कारण रेडोन के खतरे पर अध्ययन करने के लिए समान पद वाले संशोधन के लिए वैज्ञानिक

अध्ययन करवाया है। इस अध्ययन से यह बात सामने आयी है कि ग्रैनाईड से निकलने वाले रेडियेशन से स्वास्थ्य सम्बंधी समस्या पैदा हो जाती है। एमआईए द्वारा हमारे उत्पाद कर्मचारी एवं हमारे उपभोक्ता दोनों की सुरक्षा के लिए यह वैज्ञानिक संशोधन का अध्ययन जारी रखा जायेगा। शिक्षा एवं आउटरिच:- हम अपन (सतत शिक्षा ईकाई) सीईयू का कार्य जारी रखते हुए इसे और अधिक उन्नत बनायेंगे, ताकि हमारी कम्पनी के सदस्य स्थानीय आर्केटेक्ट एवं डिजाईनरों की उपयोगिता को ध्यान में रखकर आवश्यक संसाधन उन तक पहुँचा कर कार्य को सुगम बना सके। गत वर्ष एमआईए सदस्यों द्वारा सीईयू के कई पाठ्यक्रम चलाये गये।

तकनीकी प्रकाशन:- हमने एमआईए काउंटरटॉप मोड्यूल की तरह ही तर्ज पर इंजीनियरिंग स्टोन के लिए भी काउंटरटॉप मानक बुकलेट तैयार करने के लिए आईएसएफए के साथ समझौता किया है। हमारा मानना है कि प्राकृतिक स्टोन को प्रोत्साहित करना ही हमारा ध्येय है, परंतु हम यह भी जानते हैं कि हमारे कई सदस्य इंजीनियरिंग स्टोन के साथ जुड़े हुए हैं इसलिए एमआईए उनको अनुभवी विशेषज्ञों प्राप्त करवायेगा। हम डिजाइन मैनुयल के लिए उपयुक्त पुनः स्थापना/रखरखाव हैंडबुक पर भी कार्य कर रहे हैं।

सुरक्षा:- सदस्यों और हमारे उपभोक्ताओं दोनों को किसी प्रकार की चोट पहुँचने से बचाने के लिए हम प्रतिष्ठित विशेष सुरक्षा प्रशिक्षण मैड्यूल तैयार करने का कार्य करेंगे।

इस कार्य के साथ अन्य कई कारणों को देखते हुए मैं आपसे एम.आई.ए से जुड़ने और आपके सदस्यता का शीघ्रता से नवीनीकरण करवाने का आग्रह करता हूँ। आप अपने दोस्तों और उद्योग से जुड़े लोगों को इसका सदस्य बनाये। जब सभी सप्लायर्स, डिस्ट्रीब्यूटर्स, फैब्रीकेटर्स और उत्तर अमेरिका के सभी इंस्टालर के साथ विश्व के वे सारे लोग जो उत्तर अमेरिका से जुड़े हुए यदि एम.आई.ए.से जुड़ जायेंगे तो हम सभी मिलकर उद्योगों को और अधिक मजबूत करने में सफल होंगे।

नववर्ष की शुभकामनाएं

Italian

Translated by Mr. Daniele Milani, Walker Zanger Europe, srl.

Vorrei iniziare il mio primo articolo come Presidente del MIA con un grande ringraziamento ai miei predecessori e mentori. Hanno tutti generosamente messo a disposizione il loro tempo nel periodo in cui ero parte del Consiglio. In questo ultimo anno Mike Twiss ha fatto un fantastico lavoro come leader del Consiglio, nominando un nuovo Executive Vice Presidente. Si e' costruito sui successi di G.K. Naquin, Brett Rugo, Guido Cloriori e Jim Hogan, giusto per nominarne qualcuno.

All'inizio di un nuovo anno, l'andamento nel mercato delle costruzioni sembra finalmente dare segni di ripresa. Noi tutti speriamo che questa dura e cattiva recessione sia finalmente arrivata ai suoi giorni finali. Coloro che sono sopravvissuti ai 4 anni passati si sono sicuramente rafforzati. Coloro che hanno realizzato profitto sono fortunati. Tuttavia, come sappiamo bene, alcuni non sono sopravvissuti alla bufera.

Visto il recente passato, la necessita' di una potente associazione di categoria e' ancora piu' impellente. Molte delle problematiche che ci troviamo ad affrontare sono troppo grosse per essere risolte da una singola entita'. Lavorando insieme abbiamo la possibilita' di incrementare il successo di tutti noi. Questa e' l'essenza di una grande organizzazione industriale, ed e' il punto focale del MIA.

Il 2012 e' stato caratterizzato dal pensionamento di Gary Distehorst, che ha rivitalizzato l'organizzazione durante il suo ciclo lavorativo. Jim Hieb, ricoprendo il ruolo di Execu-

tive Vice Presidente, trova tutta la fiducia del Consiglio e di ogni membro. Non si trova sostenitore piu' dedicato ed impegnato all'industria lapidea ed ai suoi membri. Con Jim abbiamo creato un programma aggressivo per il nuovo anno.

Desidero darvi un breve profilo del programma a venire:

- **Sezioni Locali e Regionali** Il MIA iniziera' un programma prova quest'anno, formando 2 o 3 sezioni regionali. Le sezioni locali ci permetteranno di raggiungere molte piu' aziende associate, professionisti, consumatori con i molti programmi di successo. Si potra' anche provvedere ad istituire un forum per i membri indirizzato a risolvere problematiche locali.
- **Studio e Ricerca** – Il lavoro che il MIA ha condotto durante il periodo del "panico da radon" e' continuato nel 2012. Abbiamo sottoscritto uno studio scientifico revisionato a proposito del rischio di contaminazione da radon dovuta all'uso di granito in ambito domestico. Lo studio ha dimostrato che "la radiazione emessa da top in granito e' assai inferiore alla soglia di rischio". Il MIA continuera' a sottoscrivere studi scientifici per la comprovazione dei nostri prodotti, sia per i nostri addetti che per i consumatori finali.
- **Formazione ed Espansione** – Continueremo ed implementeremo il nostro CEU (Continuing Education Unit) offrendo ai nostri membri gli strumenti necessari al contatto con architetti e designers locali e

per poter effettuare efficaci presentazioni di prodotti. Lo scorso anno un numero record di Sessioni di Formazione sono stati ospitati da aziende membri MIA.

- **Pubblicazioni tecniche** – Ci stiamo associando con ISFA per la pubblicazione di un piccolo manuale che spiega gli standard dei top in marmo e pietra ricomposta, simile al MIA Countertop Module. Riconosciamo che la nostra missione e' la promozione della pietra naturale, ma sappiamo anche che molti dei nostri membri commercializzano marmo ricomposto e quarzo, e il MIA e' l'unico capace di fornire esperienza in questo campo. Stiamo anche lavorando ad un manuale di restauro/manutenzione, che si abbinera' al manuale di Design.
- **Sicurezza** – continueremo a pubblicare i popolarissimi moduli di training per la sicurezza che hanno certamente contribuito ad evitare incidenti sul lavoro ai nostri membri e ai nostri clienti.

Per queste, e molte altre ragioni, sono a sollecitarvi di rinnovare la vostra associazione ed iscrizione al MIA. Rinnovate subito la vostra iscrizione. Incoraggiate i vostri amici e colleghi del settore ad associarsi. Quando tutti i fornitori, distributori, marmisti e posatori in Nord America, e quelli nel mondo che lavorano negli USA, diventeranno parte del MIA, le nostre abilita' combinate rafforzeranno sicuramente il nostro settore, e tutti noi.

Felice Anno Nuovo

Portuguese

Translated by Mr. Pedro Urmal, of Joaquim Duarte Urmal & Filhos, Lda, Portugal

Gostaria de iniciar a minha primeira coluna como Presidente do MIA com um reconhecimento aos meus antecessores e mentores. Todos eles deram de forma generosa o seu tempo e talento durante os anos em que servi no Conselho. Mike Twiss fez um trabalho fantástico neste ano passado a liderar o conselho para nomear um novo Vice-Presidente Executivo (EVP). Ele construiu sobre os sucessos de G.K. Naquin, Brett Rugo, Guido Gliori e Jim Hogan, para nomear alguns.

Ao iniciarmos um novo ano, a situação na Indústria de Construção parece finalmente estar a melhorar. Podemos todos esperar que esta teimosa e viciosa recessão esteja a fraquejar. Todos os que sobreviveram aos últimos 4 anos estão agora mais fortes. Aqueles que prosperaram são afortunados. Contudo, como sabemos demasiadamente bem, muitos na nossa indústria não conseguiram aguentar a tempestade.

Dado o passado recente, a necessidade de uma associação industrial forte é ainda maior. Muitos dos problemas com que nos confrontamos são demasiado grandes para serem enfrentados individualmente. Trabalhando em conjunto, temos a oportunidade de melhorar as coisas para todos nós. Essa é a essência de uma Organização Industrial forte, e é a orientação principal do Marble Institute.

2012 marcou a saída de Gary Distelhorst, que revitalizou esta organização ao longo do seu mandato. Jim Hieb, avançando como EVP, tem a confiança do Conselho e de todos os membros que o conhecem. Irão encontrar um acérrimo defensor da indústria da pedra e da nossa filiação. Com o

Jim, delineámos uma agenda agressiva para o Novo ano.

Gostaria de vos elencar de forma resumida alguns dos acontecimentos futuros:

- **Filiais Regionais e Locais:** O MIA vai começar um programa piloto este ano, criando duas a três filiais regionais. É nossa esperança que possamos expandir o programa nos próximos anos de forma a cobrir a América do Norte com filiais MIA locais. As Filiais locais irão permitir alcançar muito mais membros, profissionais e consumidores, com os seus inúmeros programas que tiveram imenso sucesso. Podem também ser um fórum para os membros trabalharem em conjunto em assuntos locais.
- **Investigação e estudo:** O trabalho que o MIA desenvolveu durante o susto do Radon (Rn) continuou em 2012. Subscrevemos um estudo científico, revisto por pares, do risco do Radon (Rn) nas casas devido à utilização do granito. O Estudo demonstrou que “a radiação emitida pelos tampos de granito é bastante inferior aos níveis que colocariam em risco a saúde”. O MIA vai continuar a subscrever estudos para demonstrar de forma científica a segurança dos nossos produtos quer para os nossos empregados quer para os nossos clientes.
- **Educação e Expansão:** Iremos continuar a expandir e a melhorar a nossa oferta de CEU (Continuing Education Unit – Unidade de Educação Continuada) de modo a que as nossas empresas associadas disponham das ferramentas para alcançar os arquitetos locais e

designers com apresentações que sejam úteis e interessantes. No ano passado, um número recorde de cursos CEU foram promovidos por empresas associadas do MIA.

- **Publicações Técnicas:** Estamos a desenvolver parcerias com a ISFA de forma a produzir um folheto de standards para fabrico de tampos em pedra composta (engineered stone), semelhante ao MIA Countertop Module (Modulo de Tampos do MIA). Embora a nossa missão seja a promoção da pedra natural, também sabemos que muitos dos nossos membros trabalham com pedra composta, e o MIA é capaz de fornecer essa expertise de forma singular. Estamos também a trabalhar num manual de restauração / manutenção, que será um complemento ao Manual de Design.
- **Segurança:** Iremos continuar a promover os módulos de treino em segurança tão populares, que ajudaram certamente a evitar lesões e acidentes de trabalho aos nossos membros e clientes.

Por estas e por muitas outras razões, apelo assim ao vosso empenho no desenvolvimento do M.I.A, renovando rapidamente a vossa qualidade de membros e encorajando os vossos amigos e associados na Indústria a tornarem-se membros. Quando todos os fornecedores, distribuidores, fabricantes e instaladores na América do Norte, bem como do resto do mundo que trabalham na América do Norte, se tornarem parte do M.I.A, as nossas capacidades combinadas irão certamente fortalecer a nossa Indústria e todos nós.

Um Feliz Ano Novo!

Mandarin

Translated by Leon Lee, Yulong Stone Material Company, and Jessica Lin, Petrilink International, Inc.

在我作为MIA新任主席下笔写这第一次专栏之前，我希望首先向我的各位前辈们致敬，正是他们，在我有幸当选董事会主席之前，一直都在为大家无私地奉献着他们的时间和才智。Mike Twiss在过去的一年里出色地引领董事会任命了一位新的执行副主席。他同样将所有的成就归功于G.K. Naquin, Brett Rugo, Guido Gliori, Jim Hogan 和其他许多人。

在我们迎来这新的一年之际，建筑业的行情看起来终于开始了有所好转。这一波如此顽固和凶猛的经济衰退也有望很快就能够结束。在过去的四年中，有的公司得以生存下来并因此变得更坚强，也有的公司非常幸运地从中得到了发展的机会。然而我们大家都很清楚的是，有很多的同行遗憾地没有能够平安地渡过这场风暴。

有鉴于这尚未远离我们的过去，一个强有力的同业协会愈加显示出其存在的必要性。出现在我们面前的许多问题，如果让我们当中任何一个公司去单独应付，都显得困难异常。但如果我们能够联合起来群策群力，大家都必将从中获益。这就是MIA这个强大的行业协会存在的本质意义，也是我们协会开展所有工作的根本指导思想。

在2012年结束之际刚刚卸任的Gary Distelhorst，他在任期内成功地让MIA得到了复兴。而在新年里即将走马上任的新执行副主席Jim Hieb，他深得董事会以及每一个了解他的人的信任。他对于我们的石材行业 and 所有MIA会员们是最忠实的一个拥护者。同Jim一道，我们为新一年的工作做出了极具进取心的规划和安排。

我有幸在此仅就即将开动的其中一部分项目为大家做一个简单的介绍：

- **区域性和当地分部：** MIA在今年将启动一个试点项目，旨在建立2到3个区域性的分部。 我们希望在接下来的数年里能将该项目继续扩大执行下去，直到整个北美地区都被MIA的区域性分部所覆盖。这些当地的MIA分部将让我们能够直接地接触到更多的各地会员、专家以及消费者，带给他们我们已经取得了极大成功的诸多成熟项目。同时，这些本地化的分部也能为我们的当地会员们提供一个大家集会讨论的场所，藉此来开展合作并解决出现的本地问题。
- **调查和研究：** 在“氡恐慌潮”中开始的由MIA主导的相关研究工作在2012年得以继续。我们签署担保了一份科学的、经过了同行审查的研究报告，该报告旨在研究评估家庭使用花岗石制品时的氡辐射风险。经过试验证实：“花岗石桌面放射的氡辐射量远远低于有可能对人体健康构成影响的程度。” MIA将一如既往地继续签署担保此类研究报告，以此来科学地证明我们产品的安全性，不仅对客户是绝对安全的，对我们的员工也是如此。
- **教育和外展：** 我们会继续并进一步扩展我们的CEU (Continuing Education Unit) 教程。利用这个工具，我们的会员公司们在与当地建筑师和设计师们的接触中，可以生动有趣同时又不失实用性地进行具体的展示。去年，由MIA会员公司主持的CEU教程在数量上创下了历史新高。

-
- **学术出版：** 我们正与ISFA合作编写一本人造石台面标准的手册，类似MIA 台面模块。我们明白自己的使命是推动天然石材，但我们同样看到我们的很多会员都在经营人造石，而MIA尤其地有能力可以在这方面提供专业的知识和意见。同时，我们还在编写一本修复/保养手册，作为台面设计指南的补充。
 - **安全：** 我们将一如既往的提供广受欢迎的安全培训模块，来继续帮助我们的会员和顾客在工程中避免事故的发生。

鉴于以上几点和更多的在这有限篇幅里未能提到的因素，我竭力诚邀您加入我们MIA的大家庭；请尽早更新您的会员资料；欢迎您鼓励您的同在石材行业的朋友或合伙人成为我们的新会员。当所有北美的，以及来自全球其它地方但在北美经营的供应商、分销商、制造商以及安装商都成为MIA的一份子时，我们联合在一起的力量无疑将会让我们整个行业，同时还有我们自己，变得更加强大

新年快乐！

Russian

Translated by Mikael Shakhnazaryan, KTS Russia

Я хотел бы начать свою первую колонку в качестве президента МИА, отдав дань моим предшественникам и наставникам. Они все посвятили много своего времени и сполна проявили свои таланты за те годы, что я находился в Правлении. Майк Твистс проделал фантастическую работу в прошлом году, подведя Правление к тому, чтобы назвать имя нового вице-президента компании. Он основывался на успехах, к примеру, Дж.К.Накуина, Бретта Руго, Гуидо Глиори и Джима Хогана.

С началом нового года дела в строительной индустрии, наконец-то, похоже, улучшаются. Мы все можем надеяться, что этот затяжной и трудный кризис доживает свои последние дни. Те, кто пережили прошлые 4 года, сейчас стали сильнее. Те, кому удалось добиться процветания в течение этих лет, крайне удачливы. Однако, как многим из нас известно, многие в нашей отрасли оказались неспособны выстоять в этой схватке.

Учитывая недавнее прошлое, вопрос о необходимости наличия сильной Ассоциации строительной промышленности стоит еще более остро. С многим из того, с чем нам приходится сталкиваться, невозможно справиться в одиночку ни одной компании. Работая вместе, у нас есть шанс улучшить положение дел для всей нашей отрасли. Вот что лежит в основе сильной промышленной организации, это также является основополагающим принципом Мраморного Института.

2012 был отмечен уходом на пенсию Гэри Дистельхорста, который возродил эту организацию во время его пребывания в должности. Джим Хиб, вступая на пост действующего вице-президента, обладает поддержкой правления, он известен каждому члену правления. Вы не найдете более преданного человека для нашей строительной индустрии и нашей организации. Вместе с Джимом мы в общих чертах обрисовали интенсивную повестку дня на следующий год.

Я бы хотел представить вам краткий обзор всего лишь нескольких предстоящих моментов:

- Региональные и местные отделения: МИА начинает пробную программу в этом году, формируя два или три региональных отделения. Мы надеемся, что мы сможем с течением следующих лет расширить программу, до тех пор, пока представительства МИА не будут во всей Северной Америке. Локальные отделения позволят нам адресовать гораздо большему количеству новых членов, профессионалов, потребителей множество успешных программ. Эти программы смогут стать форумом для членов организации, в рамках которого они смогут работать вместе и решать вопросы локального характера.
- Исследования и обучение: Работа, которую МИА впервые начал во время паники в отношении радона, продолжилась в 2012 году. Мы обеспечили проведение научного, рецензируемого исследования, посвященного риску появления радона в домах вследствие использования при строительстве гранита. Исследование продемонстрировало, что «уровень радиации, исходящей от гранитной рабочей

поверхности, гораздо ниже опасного для человеческого здоровья уровня». МІА продолжит проводить исследования, чтобы научно подтвердить безопасность своей продукции как для своих сотрудников, так и для своих потребителей.

- **Образование и программа поддержки:** мы будем продолжать расширять и улучшать наши предложения в рамках CEU (отдела непрерывного образования), таким образом, компании-члены получают средства для того, чтобы обратиться к местным архитекторам и дизайнерам с полезными и интересными презентациями. В прошлом году рекордное количество курсов в рамках программы непрерывного образования были организованы фирмами-членами МІА.

- **Технические публикации:** Мы сотрудничаем с ISFA при производстве буклета о стандартах рабочей поверхности для искусственно созданного камня. Буклет похож на сборник МІА о рабочих поверхностях. Мы признаем, что наша миссия заключается в продвижении натурального камня, однако мы также знаем, что многие из наших членов работают с искусственно созданным камнем, и поэтому именно МІА – единственный, кто дает соответствующую экспертизу. Мы также работаем над сборником по восстановительным работам и текущему обслуживанию. Этот сборник станет дополнением к Руководству по дизайну.

- **Безопасность:** Мы будем продолжать производить чрезвычайно популярные модули по технике безопасности, которые, вероятно, помогли избежать травм на работе как сотрудникам-членам компаний, так и нашим клиентам.

В силу этих и многих других причин я призываю вас связать свое будущее с МІА. Обновите свое ежегодное членство. Посоветуйте своим друзьям и коллегам по отрасли стать тоже членами МІА. Когда все поставщики, дистрибьюторы, производители и установщики в Северной Америке, а также те иностранные компании, которые работают в Северной Америке, когда они все станут членами МІА, наши совместные усилия, несомненно, усилят нашу отрасль и нас всех.

С Новым годом!

Spanish

Translated by Mr. Humberto Sereno, Ceramica Antique, Mexico

Me gustaría comenzar mi primera columna como Presidente del Instituto del Mármol de América "MIA" con un agradecimiento a mis predecesores y mentores. Todos ellos han ofrecido generosamente su tiempo y su talento durante los años que he servido en la Junta. Mike Twiss hizo un trabajo fantástico este último año en la conducción de la junta para nombrar un nuevo Vicepresidente Ejecutivo. El ha colaborado a fortalecer el éxito de G.K. Naquin, Brett Rugo, Gliori Guido y Jim Hogan, por nombrar unos pocos.

Al comenzar un nuevo año, la situación en la industria de la construcción por fin parece estar tomando mejor rumbo. A todos nos queda esperar que esta difícil recesión, este en sus últimos pasos. Los que han sobrevivido a estos últimos cuatro años son más fuertes. Los que han prosperado son afortunados. Sin embargo, como sabemos muy bien, muchos en nuestra industria no han podido sortear esta tormenta.

Teniendo en cuenta el pasado reciente, la necesidad de una fuerte asociación de nuestra industria es aún mayor. Muchas de las cuestiones que se nos plantean son demasiado grandes para cualquier empresa para hacer frente. Trabajando juntos, podemos tener la oportunidad de hacer las cosas mejor para todos nosotros. Esa es la esencia de una organización industrial fuerte, y es el principio rector del Instituto del mármol.

2012 marcó el retiro de Gary Distelhorst, que revivió esta organización durante su mandato. Jim Hieb, tomando el papel de vicepresidente ejecutivo, tiene la confianza de la junta directiva y de todos los miembros que lo conocen. Ustedes no encontrarán a ningún

defensor más comprometido de la industria de la piedra y sus miembros. Con Jim, hemos esbozado una agenda agresiva para el recién año nuevo.

Me gustaría dar una breve reseña de sólo algunas de las cosas por venir:

- **Capítulos Regionales y Locales:** El "MIA" iniciará un programa piloto este año, por la formación de dos o tres capítulos regionales. Es nuestra esperanza de que podamos ampliar el programa en los próximos años hasta que cubrir América del Norte con los capítulos locales del "MIA". Los capítulos locales nos permitirá contactar muchos más miembros, profesionales y consumidores, con muchos de los programas que han tenido gran éxito. Ellos pueden ofrecer un foro para que así mismo los miembros trabajen juntos en temas locales.

- **Investigación y estudio:** El trabajo que el "MIA" ha pilotado durante la reacción de alarma del radón continuó en 2012. Nosotros financiamos un reporte científico, revisado por expertos sobre el estudio del riesgo de radón en el hogar debido a la utilización de granito. El estudio demostró que "la radiación emitida por las encimas del granito están muy por debajo de los niveles que representan un riesgo para la salud." El Ministerio del Interior seguirá financiando estudios para demostrar científicamente la inocuidad de nuestros productos, tanto para nuestros empleados y nuestros clientes.

- **Educación y Divulgación:** Vamos a seguir ampliando y mejorando nuestras ofertas dentro del CEU (Unidad de Educación Continua) para que las empresas miembros

tengan las herramientas para llegar a los arquitectos y diseñadores locales con las presentaciones que sean útiles e interesantes. El año pasado, un número récord de cursos del CEU fueron organizados por las firmas miembro del MIA.

- **Publicaciones técnicas:** Nos estamos asociando con ISFA para realizar un folleto de estándares de cubiertas de piedra de ingeniería, similar al módulo de cubiertas del MIA. Somos conscientes de que nuestra misión es la promoción de la piedra natural, pero también sabemos que muchos de nuestros miembros trabajan con la piedra de ingeniería, y el MIA es el único Instituto capaz de proporcionar esta experiencia. También estamos trabajando en un manual de restauración/mantenimiento, que se convertirá en un complemento del Manual de Diseño.

- **Seguridad:** Vamos a continuar produciendo los muy populares módulos de capacitación de seguridad que han de ayudado a evitar lesiones en el trabajo de los miembros y nuestros clientes.

Por estas y muchas otras razones, les insto a que se involucren con el MIA. Renueven su membresía oportunamente. Animen a sus amigos y socios de la industria para convertirse en miembros. Cuando todos los proveedores, distribuidores, fabricantes e instaladores de América del Norte, y los de todo el mundo que trabajan en América del Norte, se convierten en una parte de la MIA, nuestra capacidad combinada seguramente fortalecerá nuestra industria, y a todos nosotros.

¡Feliz Año Nuevo!

Turkish

Translated by Mr. Ahmet Ozaksoy

MIA başkanı olarak ilk köşe yazıma, benden önce bu görevi yerine getirmiş arkadaşlarıma ve Mentor' larıma selam göndererek başlamak isterim. Kendileri, yönetim kurulunda görev aldığım süre içerisinde, değerli zamanlarının büyük bir çoğunluğunu ve yeteneklerini bu işe ayırdılar. Mike Twiss, geçtiğimiz yıl yeni Başkan Yardımcısı olarak yönetim kurulunun sevk ve idaresinde harika bir iş çıkararak isimlerini sayabileceğim bazı arkadaşlarımızdan G.K Naquin, Brett Rugo, Guido Gliori and Jim Hogan' nın başarılarını daha da ileriye taşıdı.

Yeni yıla girdiğimiz bu günlerde, inşaat sektörün deki sıkıntılar nihayetinde iyileşme sürecine girmiş gibi gözüküyor. Hepimizin dileği, bu zor, sıkıntılı dönemin artık son safhasına gelmiş olmasıdır. Son dört yıl içerisinde bu sıkıntılı dönemde hayatta kalmayı becerebilenler bu süreçten daha da güçlenerek çıktılar, işleri yolunda gidenler şanslılar. Ancak, hepimizin gayet iyi bildiği gibi, sektörde çoğumuz fırtınayı önceden tahmin edemedi.

Yakın geçmişe baktığımızda, güçlü bir sektörel birliğin önemi daha da büyük hale gelmiştir. Bizi sıkıntıya düşüren hususlar firma bazında ele alınamayacak kadar büyüktür. Beraber çalışarak şartları kendi adımıza iyileştirme fırsatımız vardır. Bu güçlü bir sektörün temelini oluşturmaktadır ve "Marble Institute" un yol gösterici temel prensibidir.

Bu organizasyona yeniden hak ettiği değeri kazandıran Gary Distelhorst 2012 yılında emekli olmuştur. Yeni İdari Başkan Yardımcısı rolünü, yönetim kurulu ve onu tanıyan herkesin güvenini kazanan Jim Hieb

üstlenmiştir. Taş Endüstrisine ve üyeliğimize bu kadar bağlı ve destekleyen başka birisini bulamazsınız. Jim'le birlikte , yeni yıl için oldukça iddialı bir gündem oluşturduk.

Aşağıda bu gündemde öne çıkan birkaç hususun özetini vermek isterim.

• Bölgesel ve Lokal Temsilcilikler.

M.I.A bu yıl 2 veya 3 bölge' de temsilcilik oluşturarak bir pilot çalışma başlatacaktır. Ümidimiz, çalışmalarımızı gelecek yıllarda tüm Kuzey Amerikayı lokal M.I.A temsilcilikleriyle kapsayınca kadar genişletebilmektir. Lokal temsilcilikler sayesinde ve başarılı olmuş bir çok programla birçok üyeye, profesyonelle ve tüketicilere ulaşabileceğiz. Bunun yanısıra bu temsilciliklerin üyelere yönelik düzenliyecekleri forumlarda yerel konular üzerinde birlikte çalışmalar yapabileceklerdir.

• **Araştırma ve İnceleme:** M.I.A' ın Radon tehdidi ilgili başlattığı pilot çalışma 2012 de devam etmiştir. Evlerde Granit kullanımının risklerine yönelik konusunda uzman kişilerce tetkik edilmiş bilimsel bir çalışmaya imza attik. Bu çalışmalar granit mutfak tezgahlarından açığa çıkabilecek radon' un sağlığı tehdit edecek seviyelerin oldukça altında olduğunu göstermiştir. M.I.A sektördeki çalışanlarımız ve müşterilerimiz için ürünlerimizin güvenilirliği hususundaki bilimsel çalışmalara imza atmaya devam edecektir.

• **Eğitim ve Bilgilendirme:** CEU (Sürekli Eğitim Birimi) programımızı geliştirmeye ve genişletmeye devam edeceğiz.

Böylelikle üye firmalarımız, lokal mimarların ve dizaynırların ilgisini çekebilecek faydalı sunumlar ile kendilerine ulaşma imkanı bulabileceklerdir. Geçtiğimiz yıl M.I.A üyelerinin ev sahipliği ile rekor sayıda CEU semineri düzenledik.

• **Teknik Yayınlar:** M.I.A Mutfak Tezgah Modülüne benzer şekilde kompozit taşlara yönelik Mutfak Tezgah Standartları eğitim kitapçığını oluşturmak için ISFA ile ortak bir çalışma yürütüyoruz. Misyonumuzun doğal taşları özendirmek olduğunun farkındayız fakat birçok üyemizin kompozit taşlarla çalıştığını biliyoruz bu noktada M.I.A benzersiz bir şekilde bu deneyimi sizlere sunacaktır. Ayrıca, Dizayn El kitabına eşlik edecek Restorasyon / Bakım elkitabı üzerinde de çalışıyoruz.

• **Güvenlik:** Üyelerimiz ve müşterilerimiz için iş kazalarının önlenmesine yönelik oldukça popüler olan güvenlik eğitimi modüllerimizi oluşturmaya devam edeceğiz.

Bu ve bunun gibi diğer bir çok nedenden dolayı, sizlere M.I.A 'ya ilgi göstermenizi ısrarla rica ederim. Üyeliklerinizi vaktinden önce yenileyin. Sektörde yer alan arkadaşlarınızı ve iş ortaklarınızı üye olma konusunda teşvik edin. Kuzey Amerika daki bütün tedarikçiler, distribütörler, atölyeciler ve uygulamacılar ve bu sektörde Kuzey Amerika da çalışan diğer yabancı firmalar M.I.A in üyesi olduğunda, birleşik gücümüz şüphesiz sektörümüzü ve hepimizi daha güçlü kılacaktır.

Mutlu Yıllar!

Vietnamese

Translated by Ms. Thu Pham Hoang of Breton, Italy

Twiss đã làm một công việc tuyệt vời năm vừa qua trong việc dẫn đầu hội đồng quản trị bầu ra Phó Chủ tịch mới. Ông đã tạo ra sự thành công của G.K. Naquin, Brett Rugo, Guido Gliori và Jim Hogan, đó là tôi chỉ điểm tên một vài người.

Bắt đầu một năm mới, triển vọng trong ngành xây dựng dường như đang bùng sáng lên. Tất cả chúng ta đều có thể hy vọng rằng vòng luẩn quẩn của sự suy thoái kinh tế đã tới hồi kết thúc. Ai vượt qua được bốn năm qua sẽ còn mạnh mẽ hơn. Ai đạt được thịnh vượng sẽ còn trở nên giàu có hơn. Tuy nhiên, như chúng ta cũng nhận biết, rất nhiều người trong ngành của chúng ta đã không vượt qua được cơn bão này.

Với hiện trạng tình hình vừa qua, *sự cần thiết của một hiệp hội công nghiệp mạnh mẽ trở nên quan trọng hơn.* Những vấn đề chúng ta phải đối đầu là quá lớn đối với mỗi một công ty đơn lẻ. *Làm việc cùng nhau*, chúng ta có cơ hội để làm những điều tốt đẹp hơn cho tất cả các thành viên. Đó là bản chất của một tổ chức công nghiệp mạnh mẽ, và đó là đường lối của Viện đá Marble (MIA).

Năm 2012 đánh dấu sự nghỉ hưu của Gary Distelhorst, người đã làm sống lại tổ chức trong nhiệm kỳ của ông. Jim Hieb, bước vào vai trò Phó Chủ tịch, nhận được sự tin cậy của hội đồng quản trị và mọi thành viên đã từng biết đến ông. Bạn không thể tìm thấy một người ủng hộ hết mình cho ngành công nghiệp đá và các thành viên của chúng ta hơn ông ấy. Với Jim, chúng tôi đã vạch ra một chương trình nghị sự tích cực cho năm mới.

Tôi muốn cung cấp một phác thảo ngắn gọn về một vài hoạt động trong thời gian tới:

- **Chi nhánh khu vực và địa phương:** MIA sẽ bắt đầu một chương trình thí điểm trong năm nay, bằng cách thành lập 2-3 chi nhánh khu vực. Chúng tôi hy vọng có thể mở rộng các chi nhánh MIA địa phương trong những năm tới cho đến khi bao phủ được toàn vùng Bắc Mỹ. Chi nhánh địa phương sẽ cho phép chúng ta tiếp xúc nhiều thành viên, chuyên gia và người tiêu dùng hơn thông qua nhiều chương trình mà chúng ta đã đạt được thành công lớn. Các chi nhánh này cũng có thể cung cấp một diễn đàn cho các thành viên làm việc với nhau về các chủ đề tại địa phương.

• **Nghiên cứu và thử nghiệm:** Nghiên cứu mà MIA thí điểm trong năm 2012 về vấn đề phóng xạ, chúng tôi bảo lãnh, đánh giá nghiên cứu về nguy cơ phóng xạ trong nhà do việc sử dụng đá granite. Nghiên cứu đã chứng minh rằng “bức xạ phát ra từ đá granite là dưới mức có thể ảnh hưởng tới sức khỏe”. MIA sẽ tiếp tục bảo lãnh các nghiên cứu khoa học chứng minh sự an toàn của các sản phẩm cho cả nhân viên và khách hàng của chúng ta.

• **Giáo dục và nâng cao:** Chúng tôi sẽ tiếp tục mở rộng và nâng cao CEU (Đơn vị giáo dục nâng cao) của chúng ta để các công ty thành viên có các công cụ để tiếp cận với kiến trúc sư và nhà thiết kế địa phương thông qua các bài thuyết trình hữu ích và thú vị. Năm ngoái, các khóa học của CEU được tổ chức bởi các công ty thành viên MIA đã đạt được con số kỷ lục.

• **Xuất bản kỹ thuật:** Chúng tôi đang hợp tác với ISFA để sản xuất một tập sách tiêu chuẩn cho “các kệ đá nhân tạo”, tương tự như “Mô-đun kệ MIA”. Chúng tôi thừa nhận rằng nhiệm vụ của chúng ta là quảng bá cho đá tự nhiên, nhưng chúng ta cũng biết rằng nhiều thành viên của chúng ta làm việc với thiết kế bằng đá nhân tạo, MIA là tổ chức duy nhất có thể cung cấp kiến thức chuyên môn cho lĩnh vực này. Chúng tôi cũng đang suất bản cuốn sổ tay mà sẽ trở thành một người bạn đồng hành cho việc hướng dẫn sử dụng thiết kế, đó là sổ tay khôi phục /bảo trì.

• **An toàn:** Chúng tôi sẽ tiếp tục sản xuất các mô-đun phổ biến đào tạo về an toàn để giúp các thành viên và khách hàng của chúng ta tránh thương tích trong quá trình làm việc.

Cùng những vấn đề nêu trên, và với nhiều lý do khác nữa, tôi mong bạn sẽ sớm tham gia MIA, gia hạn tư cách hội viên của bạn sớm, khuyến khích bạn bè và các cộng sự trong ngành trở thành hội viên. Khi tất cả các nhà cung cấp, nhà phân phối, sản xuất và lắp đặt ở Bắc Mỹ, và những người trên khắp thế giới làm việc ở Bắc Mỹ, trở thành thành viên của MIA, khả năng kết hợp của chúng ta chắc chắn sẽ tăng cường ngành công nghiệp của chúng ta, và *tất cả chúng ta*.

Chúc mừng năm mới!

The Cutting Edge

A Few Words from our President

I would like to begin my first column as MIA President with a tip of the hat to my predecessors and mentors. They have all given generously of their time and talents during the years that I have served on the Board. Mike Twiss did a fantastic job this last year in leading the board to name a new Executive Vice President. He has built on the successes of G.K. Naquin, Brett Rugo, Guido Gliori and Jim Hogan, to name a few.

As we begin a new year, things in the building industry finally seem to be looking up. We can all hope that this stubborn, vicious recession is on its last legs. Those that have survived the past four years are stronger for it. Those that have prospered are fortunate. Yet, as we know too well, many in our industry were unable to weather the storm.

Given the recent past, the necessity of a strong Industry association is even greater. Many of the issues that confront us are too great for any one company to address. Working together, we have the opportunity to make things better for us all. That is the essence of a strong industry organization, and it is the guiding principal of the Marble Institute.

2012 marked the retirement of Gary Distelhorst, who revived this organization over his tenure. Jim Hieb, stepping into the role of Executive Vice President, has the confidence of the board and every member that knows him. You will find no more committed advocate for the stone industry and our membership. With Jim, we have outlined an aggressive agenda for the new-year.



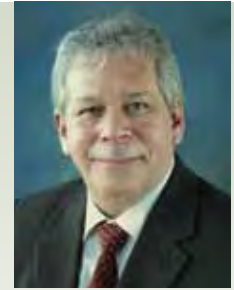
Gary Distelhorst



Jim Hieb

I would like to give you a brief outline of just a few of the things to come:

- Regional and Local Chapters:** The MIA will begin a pilot program this year, by forming two to three regional chapters. It is our hope that we can expand the program over the coming years until we cover North America with local MIA chapters. Local chapters will allow us to touch many more members, professionals, and consumers, with the many programs that have had great successes. They can provide a forum for members to work together on local issues, as well.
- Research and Study:** The work that the MIA piloted during the radon scare continued in 2012. We underwrote a scientific, peer-reviewed study of the risk of radon in the home due to the use of granite. The study demonstrated that "radiation emitted from granite countertops is well below levels that would pose a health concern." The MIA will continue to underwrite studies to scientifically demonstrate the safety of our products for both our employees and our customers.
- Education and Outreach:** We will continue to expand and improve our CEU (Continuing Education Unit) offerings so that member companies will have the tools to reach out to local architects and designers with presentations that are useful and interesting. Last year, a record number of CEU courses were hosted by MIA member firms.
- Technical Publications:** We are partnering with ISFA to produce a countertop standards booklet for engineered stone, similar to the MIA Countertop Module. We recognize that our mission is the promotion of natural stone, but we also know that many of our members work with engineered stone, and the MIA is uniquely able to provide this expertise. We are also working on a restoration/ maintenance handbook, which will become a companion to the *Design Manual*.



2013 MIA President

Jonathan Zanger

Walker Zanger
Perth Amboy, New Jersey



- Safety:** We will continue to produce the hugely popular safety training modules that have likely helped avoid injury on the job for members and our clients.

For these, and many other reasons, I urge you to get involved with the MIA. Renew your membership early. Encourage your friends and associates in the industry to become members. When all of the suppliers, distributors, fabricators and installers in North America, and those around the world that work in North America, become a part of the MIA, our combined ability will surely strengthen our industry, and us all.

Happy New Year! 🐉

IN THIS ISSUE

President's Message.....	1
Technical Queries + Quandaries.....	2
Law Library.....	3
The Construction Corner.....	4
Worldwide Demand for Natural Stone.....	5
MIA Education.....	6
Member Tip.....	7
A Note from Jim Hieb.....	7
NEW Quarry to Kitchen Video.....	8-9
Frequently Cited Safety Violations.....	11
Safety Tip.....	12
The State of Social Media.....	12
New MIA Members.....	16

Uniform Gloss Standard? My Opinion

Q: *We've got a general contractor who is crawling around on our newly installed Crema Marfil floor installation with a gloss meter. He's threatening to reject it because he says the meter shows that the gloss isn't uniform. Is there something that says this is to be expected?*



Project: Private Residence, Glenbrook, NV
General Contractor: Bluth Development
Stone Fabricator and Installer: Radtke Tile and Marble, Inc.
Stone Suppliers: Marble Unlimited, Alpha Granite & Marble, Earth Stone Gallery
Stone: Roman travertine, Ivory travertine and Emperador Dark marble


A: There is no industry standard that specifies minimum or maximum gloss meter values for various finishes. The main reason that no standard exists is that it would be a different standard for every stone, and in many cases would be different for specific minerals within the stone. A stone like Crema Marfil, which has veining of relatively high contrast to the balance of the stone fabric, would undoubtedly have variability in gloss meter readings across the same piece. This is addressed in the Great Big Book of Everything (a.k.a. The MIA's *Dimension Stone Design Manual*), on page 138 where it says "Due to the heterogeneous composition of natural stones, variable mineral hardness exists within the stone, producing variable reflectivity of light energy. Most stones, and especially travertine marbles and honed-finish surfaces, will appear to reflect light unevenly."

Q: *We've been asked to rout out the bottoms of a granite overhang at an outdoor kitchen and epoxy in a 3" x 3/8" strip of steel to reinforce the stone. We're nervous about routing out so much of the stone in that we think it could make it more fragile – has this been done before?*

A: A variety of embedded reinforcement measures have been attempted in natural stone, some of which have been successful and others which haven't. The particular description that you provide makes me share in your concern. First, it is unlikely that the 3" x 3/8" deep flat stock will actually prevent fracture of the stone. It may prevent a catastrophe, in that it would keep the overhanging stone

portion from falling to the ground if it did fracture. But it wouldn't be rigid enough to make a sufficient support contribution prior to fracture of the stone. My second concern, similar to yours, is that routing out a large, rectangular cross-section of the stone does compromise the strength. In a brittle material, any abrupt geometrical discontinuity creates what is called a "stress riser". What you are doing is routing out ± 10 mm from a ± 30 mm slab, which will leave ± 20 mm remaining. But due to the stress riser effect, the end result will be weaker than if the entire slab were a uniform 20 mm. My third concern is the fact that this is exterior, and there is considerable difference in thermal expansion rates between the steel and the granite. The granite will expand at roughly 4.4×10^{-6} in/in/ $^{\circ}$ F, while the steel will be nearly double at 7.3×10^{-6} in/in/ $^{\circ}$ F. While all granites are different, most seem to fracture at somewhere about 600 microstrain. While the steel/granite differential is considerably less than that, I would expect that repeated cycling would eventually crack the granite due to the greater elongation of the steel.

Q: *What is the industry acceptable allowance for broken pieces in a shipment?*

A: There is no industry established allowance. The anticipation of pieces breaking would be the responsibility of the supplier, and the inclusion of extra pieces to replace the anticipated broken pieces would be the normal way to cover this situation. 

Have a technical question? Check MIA's *Dimension Stone Design Manual* 7.2 first. If you can't find the answer there, contact MIA's Technical Director, Chuck Muehlbauer, at technical@marble-institute.com. This FREE service is for MIA members only! (Non-member charge: \$85/hour) As a courtesy to other members, please limit phone conversations to ten minutes per call. All opinions and advice provided by Chuck Muehlbauer or anyone else from MIA are provided as general information only. MIA assumes no responsibility and shall not be liable for any damages resulting from your use of this information. Any information provided by the MIA is the exclusive property of MIA and shall not be disseminated, republished, or reproduced in any manner without the prior written consent of MIA.

GIFTING 101

By James E. Peters, MIA Legal Counsel



There is an old saying: "You can't take it with you." It probably would be better stated as: "You shouldn't try to take it with you, or the U.S. Government will take its fair share." Even though we are into the new year, it is important to keep in mind some of the basic gifting laws and regulations which may allow you to take advantage of some tax free mechanisms to allow you to transfer wealth, over a period of time, with minimal tax consequences.

Q: What is the annual gift tax exclusion?

A: Each individual tax payer can gift up to \$13,000 per recipient tax free. This is known as the annual gift tax exclusion. Spouses can make unlimited gifts to each other.

Q: Is the exclusion per household, or could a husband and wife compound the gift tax exclusion amount if they give to the same recipient?

A: Husbands and wives are not precluded from gifting to the same recipient in a given year. Therefore, a set of spouses can each gift up to \$13,000 each to a recipient, for a total of \$26,000. For example, a wife can gift \$13,000 in 2012 to Child A and the husband can gift an additional \$13,000 to Child A as well.

Q: What are the basics of gift planning?

A: Gift planning is when an individual set of spouses make a series of tax-free gifts over several years in an effort to reduce the size and value of their taxable estate. The value of the property which is gifted, and its future increase in value, will be removed from the giftors' estates for tax purposes.

Q: How does a gifting plan work when an individual gifts shares of a closely-held business organization?

A: When ownership interests in a closely-held business entity are the subject of the gift, typically a business valuation is performed by a certified

business evaluator (typically a CPA) and percentages of ownership are gifted each year to stay under the annual gift tax exclusion. For example, if a corporation has one shareholder who desires to gift interests to his two children in a tax free exchange, and the business valuation indicates that 100% of the shares are worth \$100,000.00, the gifting shareholder would gift 13% of the shares to Child #1 and 13% of the shares to Child #2 in year one of the gifting plan. A new valuation would be performed each year, and depending on the figures, it would be determined what amount of shares would be gifted to each child each year.

Q: What if you decide to gift more than \$13,000 of value in a given year to a given recipient?

A: If an individual exceeds the annual gift-tax exclusion amount with regard to a given recipient, the giftor will have to prepare and file a gift tax return. Just because you exceed the amount, and are required to file a gift tax return, does not mean you will actually have to pay a gift tax. The IRS gives each individual a life-time "unified credit" which eliminates the imposition of a gift tax until the individual's total value of gifts reach a specified amount. The current life-time "unified credit" for 2012 is

set at \$5.12 million per individual. Thus, if an individual chose to give \$1 million to a child in 2012, they would have to file a gift tax return and \$1 million of their \$5.12 million "unified credit" would be reduced. No gift tax would be assessed in this hypothetical, just a reduction of the giftor's unified credit.

Q: Are there any anticipated changes to the general gifting laws after 2012?

A: Absolutely. As part of the fiscal cliff that we have all heard so much about, unless lawmakers act to extend the current rates, the uniform credit will drop from its \$5.12 million level to \$1 million in 2013. Therefore, if you are planning on making a large gift in 2013, you should consult with your tax and legal advisors as the rules might have changed.

As laws vary substantially from state to state and are constantly changing, only an attorney can provide you with specific advice to rely on. This article is being provided to the members of the MIA and readers of *The Cutting Edge* for general informational purposes only and does not constitute legal advice. The information provided within this article is not a substitute for an attorney's advice. If a member or reader has a specific issue dealing with the subject matter of this article, it is highly recommended that he/she consult with a licensed attorney in their jurisdiction. ☞

Better Bio Solutions
7n Seven Products In One Bottle
One
Problem Solved
Uses the power of colloidal solution to remove lime and epoxy grout haze from natural stone without any damage (even safe for polished marble)
Call us at: 408-436-0970 www.betterbio.net

Paid Advertisement

The Construction Corner

The number of American housing markets considered “improved” has topped the 200 mark, with 44 states boasting better housing business. That’s the word from the National Association of Home Builders (NAHB)/ First American Improving Market Index (IMI).

Improving markets jumped 76 in December to 201, while the number of states represented on the list by at least one metro city increased from 38 to 44. The index identifies metropolitan areas that have shown improvement in housing permits, employment and housing prices for at least six consecutive months. The IMI said that a total of 84 new markets were added to the list and eight were dropped for the month. Newly added markets included Atlanta, GA, Bloomington, IL, Ann Arbor, MI, Seattle, WA and Green Bay, WI.

“The big gain in improving markets this December indicates that key measures of housing and economic strength have now been holding steady or improving in metro areas across the country for six or more months, which is an important signal of stability amidst the slowly emerging recovery,” said Barry Rutenberg, the NAHB chairman. “The main thing that’s limiting the progress we are seeing right now is the difficulty that potential buyers continue to experience with regard to overly tight mortgage qualifying standards.”

David Crowe, chief economist for NAHB, said December was the fourth straight month of expansion of the IMI and that now well over half of all metro areas are represented on the list. “In general, we expect the overall housing recovery to continue expanding in 2013.” One inhibiting factor, he said, could be a change in tax laws with regard to the mortgage income deduction. That, of course, has been part of the fiscal cliff negotiations which took place in the final weeks of the year, results of which may or may not have been decided by the time you read this column.



Photo courtesy Indiana Limestone

Based on the 3.6 percent in housing production in October, it appears that the seasonally adjusted annual rate of new homes in 2012, will come in around 900,000 units, much better than in the past couple of years. Aside from the generally improved economy, the major drivers are low mortgage rates and attractive home prices. Still, builders are being cautious by pulling a modest increase in the number of single-family permits.

An encouraging sign for the high-end housing market, a big consumer of natural stone products, was the quarterly results from Toll Brothers, a major luxury home builder. For its fourth fiscal quarter, Toll reported that net signed contracts were up 75 percent from a year earlier and the number of units increased 70 percent.

The company said its cancellation rate, the number of cancellations divided by the number of signed contracts, fell to 4.6 percent its fiscal fourth quarter from 7.9 percent a year ago. The average selling price for a Toll home rose to \$582,000 from \$565,000, while its backlog was up 54 percent. Toll’s forecast for the future implies a 34 percent increase in deliveries.

“With this backlog, and the lowest cancellation rate in the industry, we believe we will deliver between 3,600 and 4,400 homes in 2013 at an average price of between \$595,000 and \$630,000,” said Martin Connor, chief financial

officer of the only publicly traded luxury homebuilder.

Toll’s typical customer makes at least \$100,000 a year and has a spotless credit record. With its strong financial position, the company has gained market share as small and mid-sized private builders are constrained for capital.

Forecasts for a continuation of positive trends in home remodeling and the increase in new home construction all should make the stone industry feeling somewhat encouraged about the new year. If lawmakers and the administration in Washington D.C. get their financial house in order and remove the uncertainty from the equation, 2013 could finally bring smiles to the faces of stone industry firms.

Another piece of good news at year’s end was the Multifamily Production Index (MPI), released by NAHB, which showed weighed in with an index of 52, marking the third straight quarter above 50. The MPI measures builder and developer sentiment about current conditions in the apartment and condominium market on a scale of 0 to 100.

“The multifamily market has recovered substantially since the end of 2010, and now stands at about 70 percent of the way back to a sustainable level,” said David Crowe of NAHB. “Our baseline forecast calls for further steady growth in the rate of multifamily production.” ☞

MARKETS: Worldwide Demand for Natural Stone on the Rise

Originally published on: www.stone-ideas.com

(December 2012) World-wide demand for stone is on the rise. There is a strong concentration on a small number countries that produce stone, and big stone companies in the Euro-Financial-Crisis-Zone have mastered the difficulties by increasing exports. Those are the core statements in the current Statistical Yearbook, XXIII Report Marble and Stones in the World published in Italian and English by Aldus Publishers, Carrara.

Some 1.265 billion square meters of natural stone were used for construction in 2011. The meters square value is based on stone slabs 2 cm in width. That represents an increase of over 3.9% in comparison to the previous year. In relation, the 2001 demand was 709.5 million meters squared.

To get a realistic idea of what this means, the author compared the figures to those of the ceramics industry, which sold some 8.75 billion meters squared in 2011 – nearly 7 times more.

China leads the list in demand with 24.2 % of the market followed by India (7.5%), the USA (5.6%), Italy (4.5%), South Korea (4.2%), Brazil (3.9%) and Germany (2.9%).

The size of the population plays an important role: the per capita demand in Belgium takes on the front runner position followed by Switzerland, Taiwan, South Korea, Italy and Portugal.

The author concludes that the potential for growth rests mainly in the former

Newly Industrializing Countries (NIC) with a high population density and new middle class. The market, in short, is still far from being saturated. Many of the NICs are already big players in terms of production of raw material in quarries: China alone produces 31% followed by India (12.1%), Turkey (9.1%), Iran (7.3%), Italy (6.5%), Brazil (6.3%) and Spain (4.7%).

In total, these seven countries are responsible for 77% of the world-wide production. Meanwhile, Europe's role is insignificant.

With 27.3% of the world's stone exports in 2011, China was the undisputed winner with a monopoly in South Korean and Japanese markets and a strong position in US and EU markets. With respect to US demand, Brazil's \$565 million worth of imports puts it in a firm first position supplying mostly kitchen worktops. It was followed by China with a volume of \$411 million, Italy (\$321 million), Turkey (\$304 million), and India (\$248 million).

In analysis of the individual countries, the author notes that large companies in Greece, Spain and Portugal have successfully battled the break-down of local markets by increasing their exports of raw stone blocks destined for China.

Italy is still the world's leader in manufacturing of heavy machinery for quarries. ☼

SAVE THE DATE!



Join Us for the Premier Networking Event of the Year!



Stop by the annual MIA Happy Hour and Silent Auction benefitting the MIA Natural Stone Scholarship Award.

Be sure to thank retiring MIA Executive Vice President, Gary Distelhorst, for his 11 years of service to the stone industry.

Tuesday, January 29
5:00-6:30pm
Mandalay Bay Ballroom D



If you are unable to attend StonExpo 2013, please drop Gary an email: gdistelhorst@marble-institute.com.



JAN. 28-31, 2013
MANDALAY BAY
CONVENTION CENTER
LAS VEGAS, NV



THINK INNOVATION.
THINK OPPORTUNITY.

**Think StonExpo/
Marmomacc Americas.**





A P I L O T P R O G R A M

Educating the Industry through MIA Chapters

One of the industry highlights over the past several years has been the MIA/Stone World regional seminar series. It is a gathering of stone industry professionals in a specific market for the purpose of education and networking. This program has many upsides and probably only one downside – the fact that we may only be in a specific market once every few years.

So the thought of creating a chapter system where we can emphasize education and networking ongoing in a particular market is what president Zanger referenced in his article. The MIA board of directors has directed the staff to work with local industry leaders to pilot the program in two to three markets in 2013. Many MIA members work with chapters in other industries (architects, designers, general contractors, etc) so the concept of introducing chapters for the stone industry is one that is worthy of trial. The key is to create a program with minimal risk and ease-of-use for the industry. Some key components of the initial MIA pilot program:

- A local chapter is an extension of the MIA - think of it as an educational branch office of the association.
- An initial group of interested local individuals will become the chapter Steering Committee. Planning and the execution of chapter programs are the responsibility of the chapter Steering Committee. All members of the Steering Committee must be current members of MIA.
- Because chapters are actually part of MIA—not separate organizations—local organizers can avoid the hassle of incorporating, obtaining an IRS determination as non-profit, filing taxes (even if a non-profit does not pay taxes it still has to file a return) and other government reports.
- The MIA handles event registrations for local events (though local organizers set the budget) and MIA

pays invoices and keeps track of local chapter income and expenses. This process will ensure that chapter leaders are protected from liability issues as long as they are acting in good faith. This arrangement makes it as easy as possible for members to run local chapters.

- Along with the numerous advantages of being part of MIA there are a few important obligations. Chapters are expected to be self-supporting financially, follow MIA's regular policies and procedures and abide by MIA's chapter policies.
- Each chapter will have quarterly events which will include one event hosted by the MIA, one event hosted for the design community (great networking between local members and architects/designers), and two events planned by the chapter.
- Each quarterly event is an excellent opportunity for local suppliers to host the industry event and showcase their facilities.
- Chapter Dues will be a nominal amount and dedicated entirely to the chapter operations. An MIA staff person will be assigned to each chapter.
- A minimum of 25 companies must be involved for the chapter to be deemed viable.
- An MIA Chapter handbook has been created for use by the pilot chapters.

Where are we today? Steering committees are being established in the test markets and we anticipate that the MIA members involved will provide feedback to improve the program prior to an official launch beyond the test markets. Once we are confident all of the operational systems are in place, additional markets will be considered and we'll continue going down the path of providing great education locally. ☺

2013 Stone Industry Education



It is time to mark your calendar!

The Marble Institute of America (MIA) and Stone World magazine have announced the stone industry's regional education schedule for 2013.

Fabricators and Installers:

SAVE 20%

when you register at
www.stoneindustryeducation.com
before February 15.

2013 EVENTS

Orange, California

February 21

Houston, Texas

March 21

Columbus, Ohio

April 18

Boston, Massachusetts

May 16

Salt Lake City, Utah

June 19

Seattle, Washington

July 18

Dallas, Texas

September 19

Atlanta, Georgia

October 17

Pompano Beach, Florida

November 7

For more details about these events visit
www.stoneindustryeducation.com.

Thank you to our sponsors:



Membership Tip: Make the most of your StonExpo experience.



The MIA Happy Hour is a great place to network with fellow members. This year's event is for MIA & BSI members, it starts at 5 p.m. in Mandalay Bay D on Tuesday, January 29, 2013.

Learn how the MIA continuing education program can help educate your local architect and design community at the CEU Speakers Workshop in Mandalay Bay Palm E from 10 a.m. to 11:30 a.m. on January 30th. This workshop is for both new and current speakers.

Attend the MIA Annual Meeting immediately following the Pinnacle Awards Luncheon in Mandalay Bay D from 12p.m. to 2 p.m. Wednesday, January 30th. Be sure to order your luncheon tickets when you register online for StonExpo.

The benefits of MIA membership continue.

Thanks,

Jeff Handley

A Note from Jim

When the MIA board of directors asked me to step into the organization's executive vice president/CEO role, I immediately thought of one word—relevance. It is my hope that the word "relevance" is synonymous with the MIA. Being relevant to you—the member—is the most important thing that we do. When you read president Jonathan Zanger's article you will find a number of initiatives being undertaken in 2013—all intended to bring valuable resources and services to you—thus fulfilling our organization's mission and remaining an important (and relevant) partner for you.

The list that Mr. Zanger shared is just a portion of our efforts. The MIA's international directors are focused on bringing more awareness to the benefits of membership for our international members (now in 52 countries). Whether we are addressing North American or international outreach—from my vantage point, the key is to continue "listening" to the needs of the industry. For everyone that participated in the MIA 2012 member needs survey—thank you! We have already used that feedback to fine-tune a number of initiatives including how we educate consumers, as well as some upcoming enhancements for the commercial contractor community.

We recently listened to a number of needs expressed by the restoration and maintenance stone community. An outcome of that includes the launch of a new initiative to dramatically enhance several sections of the MIA's Dimension Stone Design Manual. In like fashion, several "town hall" style meetings with our associate members (suppliers to the industry) provided us with valuable feedback about how we can better serve that community within the stone industry. We will continue to listen to all sectors of the stone industry—I can assure you of that.

A word about Gary Distelhorst who retired at the end of December. The stone industry has benefited from his leadership the past eleven years, however, I have known him for twenty-two years and worked for him for over fifteen years. So succeeding him to lead the MIA—well, words can not describe it. Thank you Gary!

Thank you for your ongoing support. Together, we (Board of Directors, staff, and members) will continue to make a difference for this great industry!

James A. (Jim) Hieb, CAE, Executive Vice President & CEO

Accreditation QUIZ



In a steam shower installation, what element causes a change in background and veining color in limestone, particularly metamorphosed limestone, and architectural granite?

1. Steam
2. Acid based cleaners
3. 50% bleach cleaning solutions
4. Anti-microbial spray on shower cleaners

(Answer on page 13)






- :: Stainless Steel & Galv. Stone Anchors
- :: Stainless Steel, Aluminum & Copper Flashing
- :: Termination Bar
- :: Drip Edge
- :: End Dums
- :: Inside & Outside Corners

610.543.4311
www.krando.com

Paid Advertisement

From the Quarry to the Kitchen

Includes 2nd Video:
Natural Stone
Beautiful • Durable • Sustainable

DVD Video (auto-loop), 2013 version

The story of natural stone – how it emerges from quarries around the world and is transformed into a thing of beauty in homes and offices – has a magical quality that your customers find hard to resist. Newly revised for 2013, *From the Quarry to the Kitchen* contains fresh, new images of traditional and contemporary kitchens, baths and other settings that reinforce the beauty, durability and sustainability of natural stone.

Emphasizing the simplicity of maintenance, the function and limitations of sealers are clarified. Details of the many technological advances in the natural stone industry are highlighted including an expanded section on digital templating.

Finally, the video calls the viewer's attention to your pride and craftsmanship stating, "People in the stone industry are striving for two things: enhancing beauty of natural stone through craftsmanship and achieving the client's ultimate satisfaction."

Includes MIA's natural stone sustainability showroom video, Natural Stone - Beautiful • Durable • Sustainable.



Item #10510: From MIA, 2013, 14 minutes/DVD Video (auto-loop)

Member Price: \$49 US/DVD (Qty 1-2); \$39 US/DVD (Qty 3+) Retail Price: \$99.95

Quantity _____ x \$ _____ = _____

(Ohio Residents add 7.5% Sales Tax) Sales Tax _____

Grand Total _____



MARBLE
INSTITUTE
of America

Select Form of Payment

Check (Payable to MIA) MasterCard VISA American Express

Credit Card No.: _____ Verification Code: _____ Expiration: _____

Signature: _____ Date: _____

If paying by check, mail payment to:

Marble Institute of America • 28901 Clemens Road • Suite 100 • Cleveland, OH 44145-1166 USA

Shipping Information

Contact name: _____

Company name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ FAX: _____

E-mail: _____

.....
 Credit card billing address if different than shipping address:

Address: _____ ZIP: _____

Updated Quarry to Kitchen video • Includes bonus video on sustainability
Great promotional material for use in showrooms and home shows

MIA Updates From the Quarry to Kitchen Video!



The Marble Institute of America has released an updated version of their popular consumer-oriented showroom video, *From the Quarry to the Kitchen*. This video tells the story of natural stone, how it emerges from quarries around the world and is transformed into a thing of beauty in homes and offices.

First released in 2005, the updated video contains many enhancements that reflect the technological advancements that have been made in the last 7 years. An expanded section on digital templating, information on the sustainability of natural stone, and the function of sealers are all touched on in the updated video.

Matt Libbert of Ripano Stoneworks had this to say, "The updated video brings new technology and a fresh look to this important consumer video. It's great that the MIA has packaged this video with the sustainability presentation as well." He went on to say, "I now have more options to educate consumers and the architectural community about natural stone."

From the Quarry to the Kitchen is available from the MIA's online bookstore and is packaged with *Natural Stone – Beautiful, Durable, Sustainable*, MIA's sustainability showroom video. The two videos are configured to play individually or in a continuous loop. See accompanying insert for more information. ❁



JOIN US!

Becoming accredited with the MIA means business.



Join a growing number of top-notch professional fabrication firms that are MIA accredited.



www.marble-institute.com/accreditation



University of Ceramic Tile and Stone (UofCTS)

NATURAL STONE ONLINE TRAINING

The fastest and easiest way to increase sales and profits!

Give your employees the tools they need to build confidence, credibility and effectiveness.

ONLY \$150 per tuition
Volume discounts available

- 24/7 Access
- Self-paced Courses
- Diploma Provided
- No Travel Expenses
- No Lost Productivity

COURSES

Understanding the Basics of Natural Stone
and
Tile Installer Thin-Set Standards (ITS) Verification

LEARN

- Industry Standards
- Installation Methods
- Sales Techniques

info@UofCTS.org (866) 669-1550 www.UofCTS.org

The UofCTS is a division of Ceramic Tile and Stone Consultants, Inc. CTaSC provides Forensic Investigations, Specifications, Quality Control, Testing and Marketing. Visit www.CTaSC.com for more information.

Paid Advertisement

Looking for a Natural Stone Showroom Video?
Order the UPDATED Video from the MIA!
See order form at left.



Are You Using Safety Training Resources? Available online, FREE to MIA Members!

Take advantage of the MIA safety library online! New resources added monthly.
Videos • Safety Meeting Outlines • Many Other Training Documents
Simply go online to www.marble-institute.com and click on **"Members Login"**



These resources are provided through the generous support of these MIA Safety Committee members.



STAY ALERT! STAY ALIVE!
Take advantage of this benefit of MIA membership!

2012 Ten Most Frequently Cited WORKPLACE SAFETY VIOLATIONS

The U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) announced the preliminary Top 10 most frequently cited workplace safety violations for fiscal year 2012 (October 1, 2011 through September 30, 2012):

1. Fall protection, construction (1926.501)
2. Hazard communication standard, general industry (1910.1200)
3. Scaffolding, general requirements, construction (1926.451)
4. Respiratory protection, general industry (1910.134)
5. Control of hazardous energy (lockout/tagout), general industry (1910.147)
6. Powered industrial trucks, general industry (1910.178)
7. Ladders, construction (1926.1053)
8. Electrical, wiring methods, components and equipment, general industry (1910.305)
9. Machines, general requirements, general industry (1910.212)
10. Electrical systems design, general requirements, general industry (1910.303)

Listed in the next column are the standards which were cited by **Federal OSHA** for 3281 *Cut Stone and Stone Products* during the period October 2011 through September 2012. Penalties shown reflect current rather than initial amounts.

Safety and health officials recommend that you meet with your employees on a regular basis to discuss steps in keeping compliant with regulations as well as any safety issues employees want to address. **Take time now to review your safety policies and procedures before OSHA asks to see them!** ➔

Standard	#Cited	#Insp	\$Penalty	Description
19101200	35	18	\$17,700	Hazard Communication.
19100134	28	17	17,763	Respiratory Protection.
19100095	22	10	39,275	Occupational noise exposure.
19100178	20	13	29,913	Powered industrial trucks.
19101000	10	6	12,985	Air contaminants.
19100303	9	6	10,178	General requirements.
19100305	9	6	13,510	Wiring methods, components, and equipment for general use.
19100037	7	4	3,133	Maintenance, safeguards, and operational features for exit routes.
19100147	7	5	7,750	The control of hazardous energy (lockout/tagout).
19100212	7	6	14,728	General requirements for all machines.
Total	210	40	\$223,190	



3D Showroom for iPad
 Custom iPad application of your company

3DShowroom is the easiest way to have your own custom iPad application that you can distribute for free to your customers! It will be your own 3D kitchen design app that showcases your stone products for countertops, backsplash and floor. Also 3DShowroom saves customers' contact data and list of their favorite products to your clients' database. Don't waste your time!

Find out more at www.applet3d.com/mia

Paid Advertisement

What the State of Social Media Today Means for 2013 Marketing Plans

By Diane S. Thieke,

President of Simply Talk Media, a digital marketing and communications company

This article was originally published in Biznology.

(www.biznology.com/2012/12/what-the-state-of-social-media-today-means-for-2013-marketing-plans/)

Two new reports on the state of social media and the internet from Nielsen and Mary Meeker should be required reading for digital marketers. As you plan your digital media marketing strategy for 2013, you might want to consider some of these usage statistics. Think you've got a final digital marketing plan and budget for 2013? Well, if your plan isn't focused on women, tablets, and mobile advertising, you may want to send it back to the draft stage.

Two important reports were released this week, and both should have digital media marketers thinking about how they allocate their budgets and resources for next year.

Nielsen released "State of the Media: The Social Media Report 2012," which provided some eye-popping growth numbers for mobile and app usage. And, the always-excellent Mary Meeker presented her Internet Trends report at Stanford, concluding that we haven't seen it all yet – there's much more to come with tech and mobile companies.

There's too much in both reports to cover fully, but here are a few line items that I think marketers should include in their strategies for 2013.

Mobile Apps

I answered a phone survey the other day that was sponsored by our brand-new, local hospital. They wanted to know if I'd use an app that would allow me to make appointments or pay bills. I hesitated, then said probably not. I don't plan to be using the hospital that often to justify cluttering my iPhone screen.

But I'm not surprised that the hospital is considering it. According to Nielsen, the time people have spent on apps doubled between July 2011 and July 2012. And Meeker says healthcare occupies the "white space" of the Internet – the spot that's still largely untapped by innovation and thus ripe for opportunity.

Mobile Advertising

Mobile users spend 10% of their time in media, but advertising is just 1% of advertising spend, Meeker says. In more traditional advertising spaces – print, TV, etc. – time and spend should be about equal. Meeker estimates a \$20 billion advertising opportunity in the U.S.

If you're a consultant or an advertising agency, shifting your focus to this specialty could be quite lucrative. If you're a marketer, this might be a great time to jump in before the space gets very noisy!

Pinterest

For any business targeting Generation X women, Pinterest should be a core component of your social strategy in 2013. According to Nielsen, 84% of Pinterest's audience on the tablet is women, and 37% of the overall audience is between 25 and 34. Further, 27% of users have purchased a product they've seen on Pinterest, according to the Social Habit report by Edison Research.

Pinterest, of course, has had phenomenal growth this last year. It's up more than 1,000% in unique users, and nearly 1,700% for mobile app users, Nielsen says. It'll be interesting to see if it sustains a similar growth rate. But even if it does slow, the potential for marketing product is high.

Tablets

Speaking of phenomenal growth, Meeker highlights the rapid uptake of tablets, with 29% of U.S. adults owning either a tablet or e-reader. This data is current as of January 2012, so we can expect to see another jump in the data in early 2013. One clue as to what the increase could be: Almost half of children have put a tablet or e-reader on their Christmas list.

Whether you are marketing to adults or children, designing campaigns and advertising especially for the tablet should be a core initiative in your 2013 marketing strategy.



Location Marketing

Finally, two interesting statistics from Nielsen:

- 51% of 25-34 year olds use social networks in the office.
- 32% of 18-24 year olds connect to social networks while in the bathroom.

There's no marketing wisdom around this last, amusing factoid. I just wanted to include it. Here's to a successful year of digital marketing in 2013! ☺

SAFETY TIP OF THE MONTH

For a healthy & productive 2013, we urge you to take the following actions to protect yourself and others from influenza (the flu):

- A yearly flu vaccine is the first and most important step in protecting against flu viruses.
- While there are many different flu viruses, a flu vaccine protects against the three viruses that research suggests will be most common.
- Everyone 6 months of age and older should get a flu vaccine as soon as the current season's vaccines are available.

MIA wishes you a safe and healthy New Year!

Information provided by the Center for Disease Control (CDC).

MIA Hires Aaron Dahnke as Education Manager



Aaron Dahnke
Marble Institute of America
Education Manager

The Marble Institute of America has announced the hiring of Aaron Dahnke to fill the vacated role of Education Manager. Aaron joins the MIA after nine years of non-profit management experience, most recently serving as Education and Partnerships Manager at the Center for Nonprofit Advancement in Washington, D.C. Dahnke fills the role vacated by Jim Hieb when he accepted the position of MIA Executive Vice President and Chief Executive Officer.

Hieb had this to say of the hiring, "We asked Aaron to join our team primarily because of his association experience and understanding of education/curriculum development. We are excited to have Aaron join the team just prior to StonExpo, so he can meet face-to-face many of the industry leaders he will be working with to advance the stone industry's education program."

In his role with the MIA, Aaron will initially be responsible for:

- oversight of the Regional Education Program (in partnership with Stone World magazine);
- launching the Chapter Development pilot program; and,
- assisting the MIA Safety Committee with the development a turn-key safety manual and additional online safety training courses.

"I am excited to bring my nearly 10 years of training and education experience to the Marble Institute of America and look forward to further

strengthening an already superb curriculum for our members," said Dahnke. He added, "It is an honor to have the opportunity to work with an institution as revered as the MIA. The team and membership of the MIA have been very welcoming and this camaraderie will help us produce great things for the industry."

A native of Sandusky, Ohio, joining the MIA team in Cleveland will also serve as a homecoming of sorts for Dahnke, "the opportunity at the MIA is enhanced given that I'll be moving back to northern Ohio. I am excited to reconnect with friends and family, while building new relationships in the natural stone industry."

Dahnke has bachelor's and master's degrees from Ohio University, as well as a Certificate in Fundraising from the University of Richmond.

Please join us in welcoming Aaron to the stone industry! Aaron may be reached at adahnke@marble-institute.com.

Fabricators & Installers!

Go to page 6 for a list of upcoming events focusing on stone industry education.

ANSWER

Accreditation

QUIZ



In a steam shower installation, what element causes a change in background and veining color in limestone, particularly metamorphosed limestone, and architectural granite?

Answer: Steam

Source: DSDM VII.2



Gallegos

Building Solutions
for Distinctive Projects

JOB OPPORTUNITY

The Gallegos Corporation, located in the resort areas of Colorado, is seeking a highly qualified Tile and Slab Installer to work in our Marble and Granite Division. The ideal candidate possesses a minimum of 10 years of experience in high-end residential and commercial projects. We are looking for someone with strong attention to detail and safety with supervisory experience.

Please apply on-line at
www.gallegoscorp.com/employment
or call 970-926-3737 for more information.

Gallegos is an equal opportunity employer and may conduct a background check upon employment offer.

Paid Advertisement

2013 Fundraising Effort Underway GOAL OF \$110,000

**CONTRIBUTE
TODAY!**

to Fund New Study About Worker Exposure from Granite

In his January 2013 MIA president's message, Jonathan Zanger indicated, "the MIA will continue to underwrite studies to scientifically demonstrate the safety of our (e.g. natural stone) products for both our employees and our customers."

Many will remember that in 2008-10 the Marble Institute of America (MIA), took center stage to defend the **safety of granite countertops in homes**. The MIA successfully brought the industry together, funded a series of scientific studies, and proved that granite is safe.

Fast forward to 2012-13 and the MIA is again taking a leadership role, but this time their efforts are focused on **worker safety at granite quarries and stone fabrication shops**. Efforts are in full swing to raise \$110,000 to fund research and issuance of a new study about worker safety.

What prompted the need for a new study about worker exposure?

- **EPA:** In early 2012, the MIA learned that the U.S. Environmental Protection Agency (EPA)'s Office of Radiation and Indoor Air was evaluating risks for consumer and worker exposure from granite.
- **Consumer Safety:** The MIA immediately took steps to provide EPA with additional, detailed information about consumer safety from earlier MIA funded scientific studies. Early indications suggest that the EPA believes that consumer safety concerns, due to residential granite installations, are not an issue.
- **Worker Exposure:** EPA is reviewing all data during their analysis, but the critical issue is that there is simply a lack of available field information and data.

How will the \$110,000 raised be used?

- **Fund a New Study (this time focused on worker safety):** The MIA will engage an independent research consultant to collect field data and information to assist the EPA in evaluating workplace health and safety at quarries and stone fabrication shops.

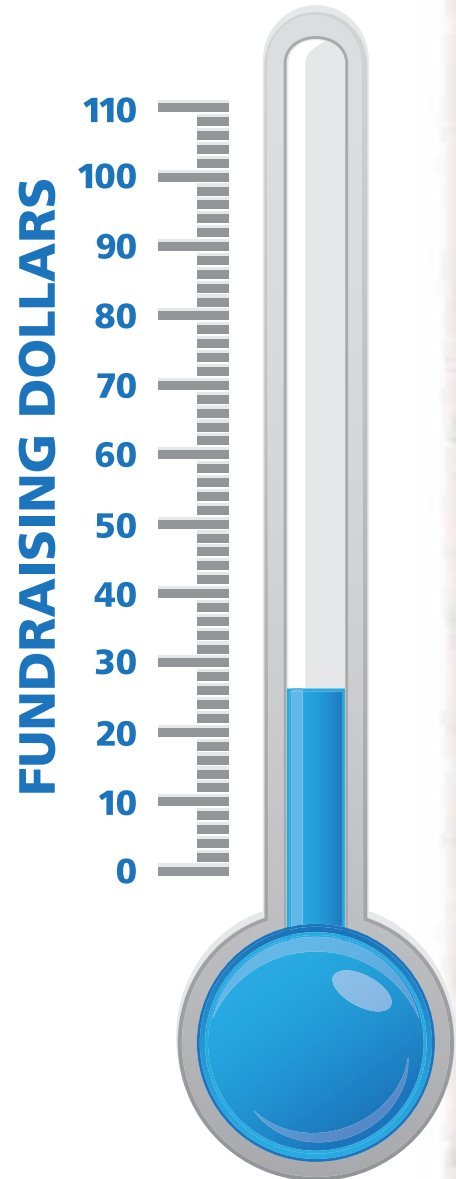
Who is conducting the independent research?

- **Environmental Health & Engineering (EH&E):** This is the same firm that assembled the previous studies to address consumer safety. EH&E, one of the nation's leading environmental consultants, has worked with the EPA on a variety of issues in the past.

How can stone companies help?

- **Contribute:** To make a contribution, please send a check payable to the "MIA Truth About Granite Fund" to:
Marble Institute of America
28901 Clemens Road • Suite 100 • Westlake, OH 44121
or give the MIA a call at **440-250-9222** to pay by credit card.

Special Thanks to several granite quarry and stone fabrication facilities who have opened up their facilities to the EH&E team so we can gather valuable test data to complete this worker safety study! ➦



Quarry companies, stone industry suppliers, and fabricators whose operations include processing granite are encouraged to contribute.

Let's work together to assemble the best available data and science to ensure that the EPA arrives at a correct, fact-based conclusion regarding granite workers' health and safety.

Why Isn't Your Sales Team Using the MIA Apps Yet?

Between iStone, Stones of North America, and the Marble Institute app, your team could have access to a swatch with over 1000 stones, a tool to source local stones, information on sustainability, care and maintenance, technical bulletins...
EVEN THE MIA DIMENSION STONE DESIGN MANUAL!

Download all three • Inform your design partners • Access valuable information

The Marble Institute App (iPad)



The Marble Institute app provides the user with countless resources from the worldwide leader of the natural stone industry. Think of it as the MIA in your iPad. Included in the app are:
 Dimension Stone Design Manual • Marketing Brochures • Information on Sustainability
 Photos of Award Winning Projects • MIA Technical Bulletins • Membership Information
 Information on Becoming Accredited • Details on the MIA CEU Program
 Photos of Quarry Posters • PDFs of StoneDimensions • Training Documents • And Much More!

The app designers have been waiting for.
iStone (iPad, iPhone)

Searching for Natural Stone?
Stones of North America (iPad)



A natural stone swatch for your iPad.*

Features:

- Over 1,000 stones from around the world
- High res, actual size image of each stone
- Technical data
- 3D imaging
- View of stones in bookmatch format
- Email capability to share images

Search by:

- Stone type
- Color
- Country of origin
- Stone name

From the authoritative experts on natural stone.



studiomarmo

object
design
web

www.istoneappforipad.com



Source beautiful natural stones for all your projects!



- Search stone by type, color, use, location, and distance from project
- Get TCNA and MIA technical data and drawings
- View examples of stone in residential and commercial applications
- Locate local quarries and processing centers for sustainable projects

The ideal stone selection resource! FREE!

Created by



marble-institute.com

With generous support from



mapei.com



Welcome New MIA Members

Brian McIntyre
FLOFORM
Regina, CANADA

Allen Brent
FLOFORM
Edmonton, CANADA

Andrew MacLeod
FLOFORM
Burnaby, CANADA

Krista Ramolla
A & V Granite Importers Ltd.
Toronto, CANADA

X.Y. Hong
Xiamen Stonevic Co., Ltd.
Xiamen, CHINA

Grazia Signori
Centro Servizi Marmo -
Testing Laboratory
Verona, ITALY

Dayron Padilla
Perfect Marble Restoration
Hialeah, Florida

Richard Fortune
Rugbeaters of Florida
Miami, Florida

Vijay Talwar
Natural Stone Resources
Anaheim, California

Robert F. Herman
Superior Tile & Stone
Las Vegas, Nevada

Bob Prins
Lumbermen's Inc.
Byron Center, Michigan

Ben Gillison
Forefront Natural Stone Care
Portland, Oregon

Bryan Smith
Classic Stone Supply LLC
Boise, Idaho

Rebecca Ji
REVA Import Export LLC
Frederick, Maryland

MIA Staff

Executive Vice President, CEO
Jim Hieb, CAE
jhieb@marble-institute.com

CEO Emeritus
Gary Distelhorst, CAE
gdistelhorst@marble-institute.com

Technical Director
Chuck Muehlbauer
cmuehlbauer@marble-institute.com

Meetings, Events, & Awards Director
Helen Distelhorst
hdistelhorst@marble-institute.com

Communications Director
Garen Distelhorst
gpdistelhorst@marble-institute.com

Industry Research & Information Manager
Mike Loflin
mloflin@marble-institute.com

Member Relations Manager
Jeff Handley
jhandley@marble-institute.com

Education Manager
Aaron Dahnke
adahnk@marble-institute.com

Reception/Administration
Stephanie Guilfoyle
sguilfoyle@marble-institute.com

CEU Administrator
Sarah Johnson
ceoadministrator@marble-institute.com



MARBLE
INSTITUTE
of America

28901 Clemens Road • Suite 100 • Cleveland, Ohio 44145
P: 440.250.9222 • F: 440.250.9223
miainfo@marble-institute.com • marble-institute.com
facebook.com/marbleinstitute • twitter.com/marbleinstitute

Braxton-Bragg asks...

Is The American Dream Dead?

Not if we have anything to say about it! We still believe in the American Dream. And we believe in your right to build a business. We also believe that getting rich at the expense of your hard work is wrong precisely because it hurts the expansion of the American Dream.

Therefore, everything we do is meant to make your business run better – even if it means we make less money than our competition.

You see, our founder believed that a centralized distribution model would be the most efficient way to deliver high-quality tools at the lowest possible price. This is important because it allows you to make more money on every job – without sacrificing quality.

After more than 17 years, the idea of **Better! Faster! Cheaper!** continues to be the guiding principle for every decision we make.

That's why every time you decide to do business with Braxton-Bragg you get...

- ✓ **Low prices** – Never over-pay for supplies again. You get the lowest price guaranteed or we'll send you a check for the difference.
- ✓ **\$500 open line of credit** – Your word is good here!
- ✓ **Free UPS Freight for orders of \$250 and NO HAZMAT FEES** – never be surprised by shipping costs again!
- ✓ **Buy only what you need** - Don't worry about stocking, we buy big so you don't have to!
- ✓ **Buy only when you need it** – We keep a huge inventory and we ship same day. You get what you need next day or the day after. Why pay for and hold inventory you aren't using yet?
- ✓ **Order your way** – Use the phone, send a fax, or visit the industry's best website – either way, you get what you need **Better! Faster! Cheaper!** than you'll find anywhere else in the industry.

Listen, it's your dream. It's your business. We just want to be the ones to help you make it bigger and better than you ever thought possible.

To see if we really walk the walk, put us to the test and give us a call at
1-800-575-4401 or visit us online at www.Braxton-Bragg.com

Together, we really can keep the American Dream alive and well!

Paid Advertisement