

**TILE CONTRACTORS  
ASSOCIATION OF HAWAII**

**Register Online for CSI Honolulu PBX 2020 on  
October 27 - 29, 2020**

CSI Honolulu's inaugural trade show for design, engineering and construction professionals.

Online registration is now open for this virtual event. Join our friends over at CSI Honolulu for three days of education, information and industry camaraderie.

This year's virtual event includes access to:

- Opening Day keynote speaker
- 16 hours of expert-led online education with LU/HSW credits (live or on-demand later)
- Tabletop exhibit showcase
- Virtual Pau Hana celebration
- Zoom forum with leading women in the AEC industries
- Scavenger-hunt prizes and more!

For detailed information, go to <https://csihonolulu.org/>

To register, go to <https://www.pbxhawaii.com/cart>

Prices range from \$19 per session if registered by October 15, 2020. Thereafter is \$39.00. A fee of \$149 for all sessions if registered by October 15, 2020 and \$199 thereafter.

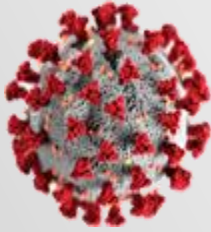


The TCAH is being represented by the International Masonry Institute. The webinar on tile is scheduled at 10:00am HST Wednesday, October 28th and conducted by Scott Conwell. Session 7: Designing with Tile - Achieving Wonder.

The link is <https://www.pbxhawaii.com/session/session-7-designing-tile-achieving-wonder>

The IMI looks forward to delivering the message of best-practice design and BAC installation to Honolulu's design community via this conference.

# TILE CONTRACTORS ASSOCIATION OF HAWAII



## CPWR COVID-19 Exposure Control Planning Tool

### Creating a Plan to Protect Workers and Prevent the Spread of COVID-19 on Construction Job Sites

Most construction related companies have implemented COVID-19 safety procedures. However, we would like to share this plan that OSHA has been involved in creating.

The Centers for Disease Control and Prevention (CDC) and the Occupational Safety and Health Administration (OSHA) recommend that companies develop a plan to protect their employees and prevent the spread of COVID-19. This free COVID-19 Exposure Planning Tool takes you step-by-step through developing your plan, including what to consider when conducting a job hazard analysis for COVID-19, selecting appropriate controls, screening workers and visitors, training employees, and implementing the plan. Please also take advantage of your employees' knowledge of job site conditions as you develop your plan.

At the end of the steps, you will have a written plan tailored for your job that can be saved, printed, and emailed. There is an option to confidentially register if you want to save and later edit your plan (s), but registration is not required to use this free tool. Please go to <https://www.covidecpwr.org/>



### Pre-Travel Testing Option to Begin on October 15, 2020

Gov. David Ige announced plans for a Hawai'i pre-travel testing program that gives travelers the option of possibly avoiding 14-day-long quarantine upon arrival to the state. This is viewed as one of the key measures for revitalizing Hawai'i's visitor-centric economy, while providing protection for the spread of COVID-19. Key components of the pre-travel testing program include:

- All travelers must either pre-test or go into 14-day quarantine upon arrival to the state
- All travelers are required to have temperature checked and complete a health & travel questionnaire
- As an alternative to quarantine a traveler must produce evidence of a negative COVID-19 test no earlier than 72-hours prior to their flight arrival in Hawai'i
- The interisland quarantine for anyone arriving on any island other than O'ahu continues through Sept. 30, unless terminated or extended by a separate emergency proclamation
- FDA-approved NAAT tests, processed by a CLIA-certified laboratory are the only types of coronavirus tests currently approved
- Currently approved trusted testing partners are CVS and Kaiser Permanente

The State has produced an extensive list of questions and answers associated with the Safe Travels Pre-Testing Program. See the FAQs at: [hawaiiicovid19.com](http://hawaiiicovid19.com)



## **How to Use Social Media to Promote Your Business**

As the pandemic continues, maintaining contact with your customers has become ever more important. This is where social media can help.

- By expanding your market reach
- By raising awareness of the products you sell
- By creating a brand identity and positive brand association
- By improving communication and interaction with your key audience
- By building customer loyalty
- By obtaining customer feedback

Maintaining a viable social media presence lets you keep in touch with the customers you already have as well as bring in more traffic and potential customers to your website. The increase in traffic to your website and uptick in sales are rewards for the effort.

Sixty-five percent of the population are visual learners, so have 65% of your postings visual, supplemented by text. For instance, installers should post photos before and after their jobs.

Share information you think would be of interest to their listener. Or in the case of social media, your reader. When building or tweaking a social media strategy, the most important thing a business needs to do first is to decide what its target audience is. If a flooring company wants to target Millennials, then research that demographic group—how they like to be talked to, the things they enjoy, what they are passionate about, how they like to shop, what causes they are interested in, and how they like to be marketed to. The Internet has plenty of information online about the various demographic groups.

Once a business has targeted the group it wants to reach, the next task is engaging that group and start to build a relationship. Choose a couple of platforms for engagement, such as Facebook and Instagram. LinkedIn is all business all the time. If you want to teach something, go to YouTube.

Use organic content—content the developer creates, not content that is passed on from other sources—is absolutely necessary. Your posts do not have to be all business, all the time. It is good to be inspirational, funny, real and human...but always positive. You should also humanize your business such as featuring a personal fact about your office manager. Anything that makes people feel comfortable with a business can help attract customers.

Companies should ensure they have their social media icons located on their signage so people know how to reach them. If anyone asks a question, make sure to respond within 24 hours to show good business practices. By having a social media presence, you are starting a conversation and that can only be advantageous to your company.



## TILE CONTRACTORS ASSOCIATION OF HAWAII

### Young Brothers 46% Increase and How it May Affect Your Company

You may have already heard that the Public Utilities Commission has approved an incredible 46% increase in rates for Young Brothers and interisland cargo shipping. The new rates were effective by September 1, 2020.



What did they give up? They must go through a financial and management audit. They also cannot ask for another rate increase for 12 months and must give a 6 month advance notice if they decide to discontinue service. Can you imagine getting a \$27 million increase and also saying that there is no profit in it; only money to keep them temporarily alive?

So how do you deal with this? It is time, if you have not already, to consult legal counsel and be sure you have an "escalator clause" in your contracts. We are reluctant to provide you with wording because without a complete review of your existing contract language there is danger that it would not fit and might even contradict other terms in your contract with a possibility of invalidating your language.

It is also worthwhile to think about a de-escalator clause. That is, the other party is more likely to accept a clause that allows the price to increase based on unpredictable forces if the contract also allows for the price to go down.

We realize that an increase like Young Brothers got could turn a profitable job into an unprofitable one. Perhaps if you already have an escalator clause it will help you but also if you do not currently have one in your contract, think about getting one included.

~Tim Lyons, Subcontractors Association of Hawaii

Young Brothers President Jay Ana said the emergency rate increase does not include profit of any kind, adding that the company sought out the rate increase only after cutting costs and pursuing "every other avenue of assistance."

"We appreciate the PUC's assistance in helping us chart a new and more sustainable future for Young Brothers. While we are still reviewing the details of the order, we are confident that Young Brothers will be able to continue its legacy of service to our island communities," Ana said.

"In initiating this audit, the Commission takes note that Young Brothers was experiencing operating losses prior to the COVID-19 emergency and still does not appear to be aggressively exploring all options to manage its operating costs and raise revenues despite the drastic decline in cargo volume (and revenue) associated with the COVID emergency," the order reads. "Without urgency and commitment to address these structural factors affecting Young Brothers' business, the Commission remains concerned that Young Brothers will return to request additional rate increases from its customers, possibly before the end of the calendar year."



95-1030 Meheula Parkway #892711, Mililani, HI 96789  
Phone: (808) 295-7064 | Fax : (808) 888-6662  
[www.tilehawaii.com](http://www.tilehawaii.com)



## **The Healthy Tile**

The tagline for the TCAH is “Tile for the Lifetime”. Not only is tile durable, beautiful, and resilient, it is a healthy material ideal for a business or home. Ceramic tile is one of the healthiest, floor, wall, and countertop choices available. It is easy to clean, free of harmful irritants and sustainable.

**Easy to Clean;** Wiping with soap and water is all that is needed to clean up most messes and no harsh chemicals are necessary.

**Antibacterial:** Inhospitable to the growth of bacteria.

**Antimicrobial:** Options are available with antimicrobial properties that can suppress and even destroy harmful microorganisms, such as mold, fungi, bacteria, and viruses.

**Hypoallergenic:** Contains no allergens and dust, dirt, and pollen cannot penetrate ceramic tile’s nonporous surfaces.

**No Volatile Organic Compounds (VOCs):** VOCs are harmful gases that cause various health concerns and emitted by virtually all flooring types except ceramic tile.

**No Formaldehyde:** Some wood products may contain formaldehyde. Certain levels can irritate asthma and other respiratory disorders, but ceramic tile does not contain formaldehyde.

**No Polyvinyl Chloride (PVC):** Free of PVCs, a resin found in many vinyl flooring types. PVC contains phthalates and organotins (tin related), both regularly a subject of concern among health experts.

**No Plastic:** The health and environmental concerns associated with plastic are not an issue for ceramic tile.

**Nontoxic:** Does not emit any fumes when exposed to fire.

**Naturally Occurring Materials:** A Healthy choice for both the person and the environment.



## **Stimulus Relief Package - Is it Coming?**

### **Proposed Senate Bill**

We have been hearing since July that there may be a new stimulus package but it is obviously that both bodies of congress are having difficulties meeting halfway between each side of the aisle. The House wants a \$2.2 trillion stimulus relief law and the Senate, a \$500 billion package. Only time will tell if a package will be passed. Additionally, the upcoming election seems to be a deterrent from passing any package. For now, below is the proposed **Senate** package.



The Senate voted on their slimmed down version of the next stimulus package and the bill totals \$500 billion including:

- \$10 billion for US Postal Service
- Liability Protection
- \$105 billion for education funding—mostly K-12
- Extension of small business loans under Paycheck Protection Program
- Expanded unemployment benefits in line with Executive Order--\$300 extra a week.  
(extended until December 27, 2020)
- Appropriations for Health and Human Services
- \$29 billion to prepare for and respond to COVID, including development of countermeasures and vaccines, therapeutics and diagnostics, purchase of vaccines,
  - Of which \$2B for Strategic National Stockpile
  - Of which \$20B for BARDA
  - Of which \$6B for distribution, monitoring and tracking COVID vaccines
- \$16B for testing, contact tracing, surveillance, containment and mitigation to monitor COVID

Missing from the package:

- Funding for Provider Relief Fund (Senate Republican HEALS Act included an additional \$25B)
- Funding for NIH (Senate Republican HEALS Act included \$15.5B)
- Funding for state and local governments

**See the House of Representatives Proposed Bill on the Next Page**



## Proposed House of Representatives Bill

House Democrats approved a \$2.2 trillion pandemic legislation that would send new \$1,200 checks to most Americans and re-establish \$600-a-week unemployment benefits until next January. The legislation, approved on a largely partisan 214-207 vote, is unlikely to become law because the GOP led Senate is expected to ignore it.

The bill would provide state and local governments about \$436 billion over the course of one year. The legislation would also send another round of stimulus checks to individuals and \$2,400 checks to married couples, with another \$500 per dependent.



One change from the last stimulus check program is that full-time students who are younger than 24 and adult dependents also would be eligible for those \$500 payments. That's a change from dependent pay in the first round of checks, which only went to children under age 17.

Tens of billions of dollars are included to assist renters and homeowners in making monthly rent, mortgage and utility payments. Through a formula based partly on population and the number of unemployment claims, each state would receive no less than \$80 million. The bill would also increase the maximum food stamp benefit by 15%.

Here are some of the other provisions in this revised Heroes Act:

- \$225 billion in education funding
- \$436 billion in financial aid for state, local and tribal governments
- \$75 billion for COVID-19 testing and tracing
- \$15 billion for the U.S. Post Office
- \$1.3 billion for emergency food assistance for Puerto Rico.
- \$450 million for emergency food assistance for states
- \$7 billion for childcare assistance to low-income families

### **Will There be Another Paycheck Protection Program Small Business Enhancement Act?**

On July 31, 2020, Rep. John Curtis introduced the Paycheck Protection Program Small Business Enhancement Act (H.R. 7894) but is currently in the Ways and Means Committee.

- Allow for a second PPP loan for businesses that have experienced a reduction in gross receipts of more than 20% as compared to last year;
- Allow 501(c)(6)s to receive PPP loans;
- Allow businesses to spend PPP funds on protective equipment and testing expenses
- Make eligible expenses tax deductible;
- Provide lenders with a robust safe harbor from liability for the statements and representations of borrowers;
- Allow automatic forgiveness for loans under \$150,000 while maintaining the ability of SBA to audit those loans for compliance.





## CORONAVIRUS (COVID-19) INFORMATION & UPDATES

### COVID-19 Related Relief Opportunities



#### Small Business Relief and Recovery Fund Being Offered Once Again

Through the CARES Act, the City & County of Honolulu is offering this grant and does not have to be paid back. The purpose is to reimburse small businesses for costs incurred from business interruption due to Emergency Proclamations and help small businesses implement safety precautions to prevent the spread of COVID-19.

ONE-TIME reimbursement for expenses up to \$20,000 to each qualified business that has less than \$2,000,000 in gross annual revenue. Businesses that received grants under this program previously can *apply* for up to \$20,000, less the amount *previously* received (i.e., if received only \$8,000 previously, can apply for \$12,000);

ONE-TIME reimbursement for expenses up to \$30,000 to each qualified business that has from \$2,000,000 to \$3,000,000 in annual revenue;

ONE-TIME reimbursement for expenses up to \$40,000 to each qualified business that has from \$3,000,000 to \$4,000,000 in annual revenue; ONE-TIME reimbursement for expenses up to \$50,000 to each qualified business that has from \$4,000,000 to \$5,000,000 in annual revenue.

<https://www.oneoahu.org/small-business>

#### \$500 Hawaii Restaurant Card

Under the \$75 million program, funded with federal CARES Act dollars, those receiving jobless benefits (UI) will receive a \$500 “Hawaii Restaurant Card” that may be used at any eatery in the state. The Chamber of Commerce of Hawaii led this program.

Based on a University of Hawaii economic study, for every \$1 spent at a Hawaii restaurant, \$1.82 is contributed to Hawaii’s economy plus this program will save 1,000 jobs. People will not have to apply for the program and will receive it automatically in the mail. The \$500 card must be spent by December 15th.

