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### Conference Call Agenda

September 24, 2014 @ 10:00 AM

Chairman Chris Bettinger called the meeting to order at 10:02 AM.

### In Attendance

Ken Harmon Stalite	Lisa Pelham A1 Block	Chris Bettinger Oldcastle	Justin Lord Central Broward Construction
Dave Pfeffer Titan America	Jerry Liner Stalite	Don Beers MAF	Pat McLaughlin MAF
Deb Bartolucci MAF	Al Petrie CEMEX	Paul Hoben Stalite	

### Anti-trust Statement

The Masonry Association of Florida, Inc. ("MAF") is committed to full compliance with all federal and state Anti-trust laws. A motion to waive the reading of the Anti-Trust Guidelines was made by Al Petrie and seconded by Lisa Pelham. The motion carried.

For reference, a complete copy of the MAF Antitrust Guidelines is available online:  
<http://www.floridamasonry.com/antitrust.html>

### Meeting Minutes from the July 31, 2014 Meeting

Chris Bettinger made a motion to waive the reading of the minutes and Lisa Pelham seconded, all agreed and the motion carried.

### Review & Discuss the MAF participation in the AIA FL "12 by 8" Continuing Education Seminars

Chris reviewed the AIA request and the details of the program and the premise behind the 12 x 8. The AIA FL invited us to present based on our past performance of presentations. The AIA FL chose the "Cost Effective Design with Masonry" course and asked that it be expanded to a two hour course. The AIA is not charging us to do the courses, our only expenses would be travel for the presenters. We also need mason participation. Justin Lord indicated that he will be at the Miami class on November 20, 2014. Chris has asked Bill Parsons to be at the Orlando course, and plans to ask



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Robert Carlton to be at the Jacksonville course. Lisa will handle getting a mason to Tampa on December 10<sup>th</sup>. We still need someone for West Palm Beach, and Pensacola. Shawn McGee was brought up for the WPB class.

## “Cost Effective Design with Masonry”

### Course Description:

A review of aesthetic and technical considerations during the masonry specification and budgeting process. We will discuss current design decisions and how they affect future Life Cycle Costs of projects.

### Learning Objectives:

- Brick Bond Pattern installed pricing for accurate budgeting
- CMU installed pricing for accurate budgeting
- Proper Masonry detailing and Life Cycle Costs
- Sustainable Masonry Design without sacrificing aesthetics.

### 12 x 8 Course Dates & Locations:

- November 12<sup>th</sup>, Pensacola, 4:00 – 5:40 PM, Holiday Inn Resort Pensacola Beach
- November 18<sup>th</sup>, Orlando, 4:00 – 5:40 PM, Crowne Plaza Orlando – Downtown
- November 19<sup>th</sup>, West Palm Beach 4:00 – 5:40 PM, Location TBD
- November 20<sup>th</sup>, Miami, 4:00 – 5:40 PM, Location TBD
- December 2nd, Jacksonville, 4:00 – 5:40 PM, Sheraton Jacksonville Hotel
- December 10th, Tampa, 4:00 – 5:40 PM, Doubletree by Hilton – Westshore

The presentation materials will be finalized by October 20, 2014. Jerry Liner (Stalite) and Al Petrie (CEMEX) asked for copies of the presentation. All finalized course information will be added to the website by Deb as soon as it is available, and a link will be sent to everyone to download.

Chris stated that our main objective for this program is to dispel the “I can’t afford masonry” problem, and to remind everyone of the many great qualities of masonry construction.

## Review of the Masonry Online Certification Program Timeline - \$13,000/15 hours

The filming of the Masonry Certification Course is scheduled to begin in Tallahassee using the local AIA FL chapter and a couple building officials and mason contractors. The finalized agreement will allow for the AIA FL to market and sell the program to architects, and the MAF will market and sell the program to engineers, building officials and contractors. As part of the agreement, the AIA FL will provide all contact information for the architects who take the course. Chris also added the AIA understands that if they stop promoting the program, MAF will then be able to market to architects as well.

### November 12<sup>th</sup>, 2014 - Timeline finalized

- 15 Hours of coursework to be recorded



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- November 12<sup>th</sup>, 2014 – 2 hours, “Cost Effective Design with Masonry” Pensacola chapter.
- February 2015 – 3 hours
- March 2015 – 3 hours
- April 2015 – 3 hours
- May 2015 – 4 hours
- Required program support for coursework...
  - PowerPoint Presentation
  - AIA submittal
  - Online documentation of supporting reference items
- May and June 2015 – Editing of completed program
- August 1<sup>st</sup>, 2015 – AIA Convention Roll-out of program
- September 1<sup>st</sup>, 2015 – Program online.

One issue remaining is how to distribute the materials to AIA FL, the flash drives code books, etc. Chris will finalize the parameters of the course with the AIA FL on 11/12/14. A planning meeting will happen with Don, Deb and Chris and then results and details will be sent to the rest of the group.

## AIA FL Friday Facts & Banner Advertising Program 2014/2015

As part of the negotiations with AIA, the Friday Facts Advertising Program was put on hold for a month. Now that the continuing education agreement has been completed, the program will continue as a pass-through as we did last year. The MAF will purchase 27 Friday Facts ads for \$5000, and will retain seven ads. The other 20 ads will be for sale to members at \$200 per ad.

Another opportunity for banner advertising is available to us, and we would again leverage our buying power as a group. Banner ads would be put on the AIA FL website. Two types are available, horizontal and rectangular. The price is \$400 each for a 30 day spot. Titan, Oldcastle and Stalite all indicated they want to purchase spots.

One last thing we have been kicking around is the magazines that the AIA distributes four times per year. Chris will get a number on pricing for print medium, but it runs through Naylor, the publisher and tends to be quite expensive.

Chris Bettinger made a motion to move forward with the program, Dave Pfeffer seconded. All agreed and the motion carried.

A discussion started about the maximum number of ads available for purchase by each company. Lisa would like the opportunity to be available to everyone – people who participated in the program last year, could be the first to choose the date, but we will offer to everyone. The program will be on a first come, first serve basis, with a maximum of two Friday Facts and two website banner ads per company.

Dave Pfeffer suggested that we roll-out the program at the board meeting on 10/8, for board approval, then we can send out a notice to everyone on 10/13 to all members, with a deadline of 10/31. After the 31<sup>st</sup>, if there are spots available, we will allow those who wanted additional space to purchase. Program will start in January 2015.

- Friday Facts Program :: 27 weeks of Friday Facts – 7 Ads for the MAF and 20 to sell @\$200 each – Cost - \$5000





- AIA Florida Banner Advertising :: 12 months Horizontal and 12 rectangular ads – MAF to retain 8 for their use. 16 available to sell @ \$400 each.
- Print advertising :: Print advertising for AIA FL – Chris will get prices for the 10/22 meeting at FCPA.

## Brainstorming for 2015 ProMasonry Initiatives

Chris asked everyone to think of things we can do for our 2015 advertising. We have the AIA pretty much under control but there are additional markets to go after.

Dave Pfeffer stated that we need a grassroots effort to get the masons involved again. We are doing all of these programs and things through ProMasonry for the benefit of the industry, and it is a shame that the masons don't participate. Maybe we can use some of these programs to get everyone involved.

Paul Hoben responded that Stalite is working through the MCAA to get to the masons and maybe that is one way to get more involvement.

Chris Bettinger said that the Central Florida chapter hasn't had a meeting recently, but one was needed, and maybe it could be just a cocktail party for the mason or something free to attend.

Lisa Pelham replied that "Free" doesn't do it, Tampa just had a free cocktail party and they had 14 attendees, but four were masons.

Chris Bettinger, asked that in the interest of keeping conference call to the one hour scheduled, that we table that issue and add it to the agenda for our October 22<sup>nd</sup> meeting.

## Next ProMasonry Meeting

October 22, 2014 @ FCPA 9:30 – 2:00 (Lunch included)

Please RSVP to [deb@floridamasonry.com](mailto:deb@floridamasonry.com)

The meeting adjourned at 11:06 AM.