The future of your business is just a phone call away.
About the Masonry Association of Florida

The Masonry Association of Florida (MAF) is a trade association dedicated to the success of the masonry contractor by expanding the market share of masonry construction in Florida.

Masonry construction dominates the construction industry because of its adaptability to the Florida climate. One of the most durable building products available, masonry resists storms, termites and mold, while reducing insurance, energy and maintenance costs.

The MAF is a coalition of masonry industry professionals who believe it's time to bring our industry together.

Visit us online at: www.floridamasonry.com

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Errors & Omissions:
Thank you to the MAF Members who entered their projects. Efforts were taken to verify the information for accuracy. However, some errors or omissions may occur.
Welcome to the second edition of our annual “MAF Contractor Excellence Awards Program.” Last year’s publication answered the question that masonry is “alive and well” in Florida. This issue will hopefully answer the question that masonry is truly the “intersection of art, innovation and endurance!” But is masonry sustainable?

We are facing unprecedented economic times, and times like these call for unprecedented action. On behalf of the MAF Board of Directors, we thank each member for being true to the vision and creed of the masonry industry. Together we will get through these times and thrive when construction again becomes the economic engine of Florida.

There are no better examples of our vision than in the masonry construction projects highlighted within these pages. The art of masonry can be seen in every winning project. Innovation, from the architects’ board to the mason contractors’ work, is executed to perfection. And the endurance of masonry is legendary. These projects will be standing for generations to come. From the architects’ vision to the masons’ hands, art, innovation and endurance abound in the masonry industry.

Congratulations to all contractors, associates and supplier members who contributed to a winning project or received a specialty award. Special recognition goes out to Devon Brookshire, Red Brookshire of Florida, Inc., for their winning “Project of the Year” award for the Sykes Chapel at the University of Tampa. This is not the first nor will it be the last award for this sacred building.

We would like to especially remember Red Brookshire, a lifetime mason, contractor, industry patriarch and Devon’s father who passed away the end of last year.

Speaking of the spiritual, I don’t believe there are any coincidences - maybe you do - but this is the third year in a row that a “house of worship” has won the masonry industry’s “Project of the Year” award. Thank you, God.

In addition, the industry award winners profiled are revered by their peers with the highest honors possible. Special recognition goes to Don Beers, winner of the “Lifetime Achievement” award, recognizing thirty plus years working in and honorably representing the masonry industry. We are also proud to recognize Ed Howley of Southern State Masonry – “Mason of the Year” and Lisa Pelham of A1 Block – “Associate of the Year”. They continue to represent our industry as true professionals and ambassadors of the trade.

A special “Chairman’s Award” goes to Rocky Jenkins of CEMEX for his outstanding leadership, dedication and service to the Florida Masonry industry. Rocky is a true professional in our industry.

As these masonry projects attest, masonry is the intersection of art, innovation and endurance; but, so are the people who work tirelessly in an industry with no bounds of creativity and length of service. I think this is what they now call “sustainability”. God bless.

Pat McLaughlin | Executive Director
Masonry Association of Florida, Inc.
Art, Innovation and Endurance. The projects submitted for the 2011 Masonry Association of Florida (MAF) Masonry Excellence Awards are the embodiments of all these qualities. The Masonry Excellence Awards are the celebration of the art and craftsmanship of the mason, the innovation of the contractor and architect and the endurance of the masonry materials produced here in Florida.

For the first time this year, the 2011 Masonry Excellence Awards were opened to include the MAF’s producer, manufacturer and supplier members. Each of these companies were asked to select three of their projects for award consideration.

Projects submitted were reviewed and judged anonymously by a distinguished jury of masonry and design professionals:
- Three mason contractors with over 100 years of combined experience in the masonry industry
- Three masonry industry experts
- Two AIA FL member architects

Consideration was given to the overall design and use of masonry, as well as the technical aspects of each project. The winning projects showed superiority in technical design and craftsmanship.

Projects were submitted in the following categories:
- Residential
- Commercial
- Institutional Contractor
- Institutional Manufacturer/Supplier
- Multi-Family Development
- Special Features

The MAF Annual Awards banquet, held on August 6, 2011 honored the recipients of this year’s awards.

We are proud to feature the winning projects on the following pages. The jury selected six category award winners and six awards of merit in masonry construction. The award winning project with the highest average score is this year’s “Project of the Year”. Congratulations to all of the 2011 Masonry Excellence Award Winners!
**Villa LoVullo** A Tuscan villa design was executed flawlessly as the design and construction team collaborated and, after the initial design, changed course by entertaining a fairly new concept: Natural Thin Veneer Stone. Originally designed to include synthetic stone and “brick” manufactured by El Dorado, Team Coloroc submitted a 3-1/4” to 1-1/4” thick natural stone produced by Cooper Stone in Jarrell, Texas and Old Brick Originals manufactured by Robinson Brick Co. in Denver, Colorado. This project also included cast stone that simulated aged cut stone produced by and installed by the masonry contractor, Stone Design and Solutions and Chicago Reclaimed Brick for the front steps and motor court installed by Quality Brick Pavers.

The design, material selection and execution blend together harmoniously and with great respect to stone and brick artisans from generations past. All parties involved on this project have a lot about which to be proud and this home is sure to please for generations to come.

_**Mason Contractor:**_ Stone Design & Solutions  
_www.foambydesign.com_

_**Architect:**_ Windstar Homes, Inc.  
_www.windstarhomes.com_

_**Structural Engineer:**_ Vortex Engineering - Paul Kidwell  
813-704-4842

_**General Contractor:**_ Windstar Homes, Inc.  
_www.windstarhomes.com_

_**Additional Awards:**_ Best Custom Home 2010 - SEBC; Best Kitchen 2010 - SEBC; 1st Place Custom Luxury Home - ARDA
Navy Federal Credit Union is a poured concrete and CMU structure with columns and post-tensioned beams. The building envelope consists of high performance glass, rheinzink metal panels and specialty 8x8 clay brick with cast stone caps and accents. The building is a data-call center housing approximately 1000 people, with training rooms and numerous break rooms. The building features state-of-the-art mechanical and electrical systems.

**Architect:** ASD - Architectural Spectrum Dankert  
www.asdnet.com

**Owner:** Navy Federal Credit Union  
www.navyfederal.org

**Structural Engineer:** Browder, LeGuizamon & Associates, Inc.  
www.blaengineers.com

**General Contractor:** Greenhut Construction Company, Inc.  
www.greenhut.com

Sykes Chapel - Center for Faith & Values - University of Tampa was built on campus to provide a gathering place for students of all faiths to worship their own God and to pray and meditate. The east, west and south entrances were designed to give the impression of two praying hands reaching towards the sky. The mason contractors portion of the construction were the exterior brick veneer, granite veneer at the base, cut and chiseled in China, and the load-bearing precast. There were twenty-eight arches installed in the exterior and interior of the project, some 1 ft. 4 inches thick and some 3 ft. 4 inches thick. The brick arches were built with the Concealed Lintel System from Halfen USA. Most of the load-bearing precast were welded to angle supports at steel columns, but some were actually hung and welded to steel supports above, providing an unusual view with the precast stopping flush at the opening.

**Architect:** TVS of Florida Architecture  
404-898-000  

**Owner:** University of Tampa  
www.ut.edu

**Structural Engineer:** Walter P. Moore Associates, Inc.  
www.waltermoores.com

**General Contractor:** Peter Brown Construction, Inc.  
www.peterbrownconstruction.com

Hyde Park United Methodist Church This project was designed to closely match the original church in design and architecture which is an older structure typical to the Hyde Park area. The building has a very striking brick veneer over the reinforced block exterior walls complimented with contrasting cast stone corbels and feature trim.

Mason Contractor: George Lenze Construction
www.glenzeconstruct.com

Architect: RBK Architects
813-247-5223

Owner: Hyde Park United Methodist Church
www.hydeparkumc.org

General Contractor: TriMar Construction
www.trimarconstruction.com
Treo Community
Miramar, FL

Tarmac
Titan America
www.titanamerica.com

Treo Community Located in southwest Miramar, Quantum LLC has put together a project with distinctive architecture and a warm sense of community spirit. A gated rental community consisting of 131 units, Treo features six different variations of 2 and 3 bedroom townhomes including 9’ ceilings, covered entries and gated patio courtyards at every unit.

This 180,000 square foot project consumed 250,000 8” masonry units and was built using the “Monolithic Slab” system. The goal of the General Contractor was to have the project completed by January 2011. Despite the fact that the project did not get started before May 25, 2010, it still finished ahead of schedule on November 29, 2010. This was accomplished with some tight scheduling and weekend work. On quite a few occasions slabs were poured on Saturdays allowing the block to be laid the following week. Six months later they ended up with a project that is the talk of the town and is currently 97% occupied.

Mason Contractor: Dade Builders, Inc.
305-527-0002

Architect: Sotolongo Salman & Henderson Architects
www.sotolongarchsitects.com

Owner: Treo by Quantum, LLC.
954-432-0122

Structural Engineer: Ignacio Calvo
305-648-9008

General Contractor: First Florida
www.firstflorida.com

Lake County Courthouse was built in 1922 at 315 West Main Street in Tavares, Florida. It is designed as a five-story with load bearing brick walls. The brick walls are 16 inches thick at the facade level. The building was placed on the U.S. National Register of Historic Places in 1998. Several renovations to the building happened prior to 1998. One involved the fire escape stairs at the east and west elevations. A section of the terra cotta was removed at this time. When the stairs were removed, the terra cotta facade was in-filled with steel, wood and stucco. By 2008 it was determined the “temporary” facade would also have to be replaced – this time using real terra cotta to match the existing structure. Boston Vallon Terra Cotta of Orchard Park, New York, provided the terra cotta.

The project involved the removal and replacement of the terra cotta facade to match existing. The project included removal of old framing, removal of all loose brick, installation and testing of stainless steel anchorage and replacement of terra cotta. With only 108 pieces, there were 8 different shapes along with steel plates, angles, and rods to create a 39 inch corbel.

In the original construction the terra cotta was installed as the brick were laid. The challenge now was the anchorage would have to support the load by direct attachment. Nevertheless, the project was completed on schedule in 2010.

**Architect:** Vitetta  
www.vitetta.com

**Owner:** Lake County Board of County Commissioners  
www.lakecountyfl.gov

**Structural Engineer:** Adrien Engineering, Inc.  
561-310-9902

**Masonry Suppliers:** Boston Vallon Terra Cotta - www.bostonvalley.com  
Masonpro Masonry Specialty Materials & Supplies - 407-839-4321
2011 Masonry Association Project of the Year

RED BROOKSHIRE OF FLORIDA, INC.

Sykes Chapel - Center for Faith and Values at University of Tampa
Devon Brookshire
813-980-1123
In its second year, the Florida Association of American Institute of Architects Honor & Design Awards category for masonry is part of the continued partnership between the MAF and AIA FL. The “Merit Award for Masonry Design” was awarded to Hughes Umbanhowar “HUUM” Architects for the design of the River House in Sewalls Point, Florida.

River House, ensconced in the hillside which overlooks the water, the structure is a series of expansive and intimate courtyards and cantilevered decks, which architecturally echo the diaphanous volumes of the interior, spaces which seem to defy gravity, even while embracing the solidity of Minnesota limestone and stucco facades. Designer HUUM Architecture is an award-winning and creative modern firm directed by architects Scott Hughes and John Umbanhowar. HUUM creates architecture solutions via material, structure, concept and context. The result is buildings of beauty and function, craft and detail, living and creativity. The firm has offices in California and Florida.

Pictured Above: Pensacola Country Club, submitted by Bradley Masonry, Inc. 850-432-3958

Pictured Below: 1st United Methodist Church—Children’s Education Building, submitted by General Masonry of Northwest Florida, Inc. 850-244-2901

Pictured Above: Wallace Residence, submitted by Martinez Masonry, LLC. 727-410-8416

2011 Industry Recognition Awards

August 6, 2011, the Masonry Association of Florida membership came together for a night of celebration and tribute to the best in the Florida masonry industry. Four awards were presented as recognition of exemplary service to the masonry industry.

**Lifetime Achievement Award** is the highest possible recognition given to an individual member of the association, either a mason or associate. The award honors the individual who has demonstrated a lifetime contribution of outstanding leadership and achievement in the masonry industry.

**Mason of the Year** is awarded to an individual masonry contractor member for outstanding contributions to the masonry association. The recipient has demonstrated outstanding leadership in the local or state chapter with committee participation in industry events and the masonry apprentice program.

**The Chairman’s Award** is a special award given to an individual for outstanding leadership, dedication and service to the Florida Masonry Industry.

**Associate of the Year** honors an employee of an associate member company who has consistently contributed above and beyond to the association through leadership both at the local and state level.

**Industry Recognition Awards Chairman:**

Robert Carlton
Capital Concrete & Masonry Solutions
robert@ccmsjax.com

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**2011 Lifetime Achievement Award**

DON BEERS

If there is anyone in our industry who is deserving of the Masonry industry’s top honor, the 2011 Lifetime Achievement Award, it is Donald A. Beers. A true professional and passionate industry supporter for over three decades, Don is your consummate engineer.

There is not much in the masonry industry Don hasn’t done. He was the Engineering Services Manager with Rinker Materials for over 29 years, building masonry structures throughout the state. After leaving Cemex, (formerly the Rinker and CSR organizations) in 2009, Don started a very successful consulting firm, Adrian Engineering Inc., specializing in masonry construction consulting. Don has a General Construction (GC) license as well as being a registered engineer in the state of Florida.

Don was intimately involved with the strategic plan to reorganize the new Masonry Association of Florida. His input was vital to the direction of the industry and the organizational needs to continue its success. His passion and clear thinking was the inspiration that led to the industry coming together for the common goal of promotion.

Don is currently the MAF staff engineer solving industry related problems and educating the specification community about the need for and benefits of masonry construction. His attendance at industry events throughout the state confirms his passion for the masonry industry. The 2011 Lifetime Achievement Award is honorably awarded to Don Beers.

Don Beers, 2011 Masonry Association of Florida Lifetime Achievement Award Winner.
2011 Chairman’s Award Recipient

ROCKY JENKINS

The 2011 Chairman’s Award Recipient, Rocky Jenkins has held key leadership positions with DAMACO, Rinker and CEMEX for the last 30 years. Recently, Rocky has taken charge of the sale of architectural units and building materials for CEMEX statewide.

Rocky has been closely involved with the promotion and sale of masonry for his entire career. He has been a supporter of every promotional effort undertaken in the state.

Rocky was assigned by Karl Watson to the MAF board and in that position, he has taken personal responsibility for the success of MAF’s ProMasonry effort to track and convert projects to masonry.

Whether in a sales roll, producer roll running DAMACO, building materials specialist, or running Rinker/CEMEX’s building material product sales across the state, Rocky has always promoted the use of masonry.

His unwavering support of the MAF and his leadership on the ProMasonry Committee, both in Commercial Lead Tracking and Residential Masonry Marketing and his efforts to gain back our lost market, has been inspiring.

2011 Mason of the Year

ED HOWLEY

Edward R. Howley, is president of Southern State Masonry, incorporated in 1990 and located in Lake Worth, Florida. Ed is also Vice President of Advance Concrete Materials, LLC. that offers specialized on-site mixing trucks for pumping grout. He has been involved in the masonry industry for over 35 years.

Ed was a founding member of the Southeast MAF Chapter and continues to serve as a Chapter Board Member. He was also instrumental in founding the Treasure Coast Chapter where he continues to be an active member. He has been active in the Masonry Association of Florida organization since 1996. He has actively participated in all MAF events over the years, especially the fastest trowel competitions where he motivated his employees to compete and coached the women’s events. He served as the Apprenticeship Chairman of the Southeast Chapter for nine years and additionally as a Board Member of the ABCI from 1998 to 2000.

Ed has was a Founding Contractor Member and continues to actively participate in the ProMasonry initiative and serves on the State Masonry Education Foundation Board of Directors.

Ed also participated in a union masonry apprenticeship training program in New Jersey and continues as a strong advocate of pre-apprenticeship and apprenticeship training in the state of Florida.

2011 Associate of the Year

LISA PELHAM

In a statement of the obvious, “fresh air” is necessary to sustain life. Lisa Pelham has been that breath of fresh air to the masonry industry. She brings an unmatched vitality to every project she commits to.

Lisa has dedicated countless volunteer hours to our industry over the past 19 years working her way up through the ranks at Tarmac and Anchor Block to her present position representing A-1 Block Corporation. Lisa works at their marketing specialist promoting the CMU industry through commercial sales development.

Lisa has been an active member of the Masonry Association of Florida at the state and local level for several years. Having served as a chapter officer since 2003, Lisa is currently the 2011 chapter president for the MCAF Tampa Bay Chapter.

Additionally, Lisa just passed her CDT exam through CSI and is an active member of that group and AIA Florida.

During the past two years Lisa has worked tirelessly promoting masonry to the architect community through the Pro Masonry Commercial Lead Tracking (CLT) Program and currently serves as the Chairperson for the CLT Group.
**Apprentice Coordinator of the Year**

**MARY JANE MUELLER**

Mary Jane Mueller came to the Florida Masonry Apprentice and Educational Foundation (FMAEF) in 2004. Prior to working for the Foundation, Mary Jane was employed by the mortar industry in Florida. As one of the first women in this part of the business, Mary Jane proved to be a great asset. She learned everything about mortar and became a vital link to the mason on the job when it came to the type of mortar and its use in the field.

Mary Jane brought the same intensity to the Apprentice Coordinator position for the FMAEF. Mary Jane was asked to take over a program that had moved from the Technical Center in Winter Park to Mid Florida Tech and she hit the ground running, successfully juggling her program responsibilities with two simultaneous Department of Education audits. Within six months, Mary Jane had learned everything there is to know about apprenticeship and the workings of state government.

Since those early days, Mary Jane has spent her time developing a group of masonry instructors in the Orlando program that are among the best in the state. Likewise, Mary Jane’s apprentices have excelled in learning their trade because she has set an example by her own hard work.

In 2009, she helped to improve and manage the apprentice programs in the Southeast and Treasure Coast to return them to their earlier success. Mary Jane also administered a very successful grant program with Orlando’s Correctional Division to teach inmates the masonry tender trade as part of their rehabilitation and assimilation back into the community.

The Industry recognizes and appreciates Mary Jane Mueller’s continued hard work, dedication and commitment to the development of skilled masons in Florida.

**Apprentice Instructor of the Year**

**HANK MARIANO**

The 2011 Apprentice Instructor of the Year recipient, Hank Mariano, has over 57 years in the masonry industry. Hank began his career in New Jersey, where he owned and operated Mariano Construction for over 25 years. Hank then worked for PCH Construction in New Jersey which focused mostly on industrial and commercial masonry construction for the next 21 years. In 2003, Hank retired to Florida.

In 2008, Hank became the apprentice instructor for the Treasure Coast’s Indian River State College apprentice program. The success of this program, even during recent difficult economic times, is directly the result of Hanks’ commitment to passing on his trade and his love of his students.

The masonry industry is grateful to Hank for freely giving of his time and talent to the next generation of masons. Congratulations Hank.
A special congratulations to Devon Brookshire of Red Brookshire of Florida, Inc. for his multiple award winning project: Sykes Chapel—Center for Faith & Values at University of Tampa!

The 2011 Brick in Architecture Awards have honored the highest level of brick design excellence that offers style and sustainability spanning all building sectors. Awarded by the Brick Industry Association (BIA), six of the eight Best in Class winners achieved Leadership in Energy and Environmental Design (LEED) Gold or Silver certification including the first LEED Gold certified project in Tennessee. Winners’ reasons for choosing brick include its quality, long-term durability, environmental friendliness, aesthetics, low maintenance, increased seismic safety, thermal mass and design flexibility through color, texture, rhythm, human scale, pattern and repetition. Additionally, award-winning projects came from 25 states, which reflects the national reach and stature of this program.

“This year’s winning projects showed a growing trend toward brick as the main element in sustainable design that delivers aesthetic flexibility that matches the architect’s imagination and desires,” said BIA President and CEO Gregg Borcherdt, P.E.


For more information, please visit www.GoBrick.com.

**Best in Class Winners:**

**HOUSES OF WORSHIP** (pictured below)

- **Sykes Chapel Center for Faith and Values**
  - University of Tampa
  - Tampa, Florida
  - Architect: TVS of Florida Architecture
  - Builder: Peter Brown Construction Inc.
  - Manufacturer: Hanson Brick
  - Distributor: Oldcastle Coastal COLOROC
  - Mason Contractor: Red Brookshire of Florida, Inc.
  - Photographer: Mike Butler, Inc.

- **COMMERCIAL**
  - Montana State Fund
  - Helena, Montana
  - Architect: Mosaic Architecture, P.C.
  - Associate Architect: CTA Architects & Engineers
  - Builder: Dick Anderson Construction
  - Manufacturer: XL Industries Ltd.
  - Mason Contractor: Gruber Masonry
  - Photographer: J K Lawrence Photography

- **EDUCATIONAL**
  - Terasaki Life Sciences Building, UCLA
  - Los Angeles, California
  - Architect: Bohlin Cywinski Jackson
  - Landscape Architect: Katherine Spitz Associates, Inc.
  - Associate Architect: Stenfors Associates Architects
  - Builder: PCL Construction Services, Inc.
  - Mason Contractor: Masonry Concepts

- **PAVING & LANDSCAPE ARCHITECTURE**
  - PNC Triangle Park
  - Pittsburgh, Pennsylvania
  - Landscape Architect: LaQuatra Bonci Associates
  - Builder: PJ Dick incorporated
  - Manufacturer: Whittley-Greer Co.
  - Mason Contractor: Cost Construction
  - Photographer: Haritan Photography

- **RESIDENTIAL – MULTI-FAMILY**
  - The Veridian
  - Silver Spring, Maryland
  - Architect: WDG
  - Manufacturer: Taylor Clay Products Company
  - Mason Contractor: The Belden Brick Company
  - Distributor: Potomac Valley Brick & Supply

- **MUNICIPAL / GOVERNMENT**
  - Village of Wheeling, IL Fire Station 24
  - Wheeling, Illinois
  - Architect: Williams Design Build
  - Manufacturer: Glen-Gery Corporation
  - Mason Contractor: Masonry Company Inc.
  - Photographer: Steinkamp Photography

- **HEALTH CARE**
  - Methodist Le Bonheur Women’s and Children’s Pavilion
  - Germantown, Tennessee
  - Architect: TRO Jung Brannen
  - Builder: Flintco
  - Distributor: Acme Brick Company
  - Mason Contractor: EMB Quality Masonry
  - Photographer: Gary Kessel

**For Red Brookshire of Florida, Inc.**

- **TM**
- **11700 58th Street N | Suite D**
- **Tampa, FL 33617**
- **Phone: 813-980-1123**
- **Fax: 813-985-0152**

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Project: Orlando Fire Station, Orlando, FL
Architect - Schweiger Waldhoff Architects Incorporated
Mason - Homner Masonry

No matter where you are, chances are we’re somewhere close by. In fact, you’ve probably seen us many times before in the places you shop, work, play, learn, and live. We manufacture and distribute the brands and products used in the interiors and exteriors of civil, commercial, and residential construction projects across Florida. We leave our mark with satisfied customers and clients who have chosen North America’s largest manufacturer of building products to simplify the process of making buildings happen. We’re apart of the Oldcastle Architectural Products Family. We are the face of masonry.

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