**2015 ProMasonry Activities**

**AIA Promotional…**

* *Awards* 
  + AIA Masonry Award sponsored by the MAF
  + Convention Trade Show Both
  + Convention Lunch Presentation
  + Convention Name Tags
* *AIA Publications*
  + Directory Ad
  + Friday Facts
    - ProMasonry - 7 ads
    - Members – 5 ads, $1,000 revenue
  + Website, 2 ads/month
    - ProMasonry – 8 ads
    - Members – 5 ads, $2,000 revenue
* Online CEU, 15 hours
  + - Filming April - August
    - AIA Convention Kick-off, October 1st online

**General Promotional…**

* *MAF Anniversary Brag Book*
  + Ordered additional 100 copies
* *MAF Masonry Awards*
  + Prizes for winning entrants
  + Distribute 500 copies of Awards 2015 Brag Book at MAF & AIA Conventions

**General Promotional Continued…**

* *MAF Home Buyers Guide – Completed October 1st, 2015.*
  + 44 Pages (and pocket cover) with approximately 6 pages of revenue ads and 2-1/2 pages of complimentary ads (given to contributing Partners – listed below)
    - Proposed contributing articles…
    - Design Community
      * AIA of Florida
      * Scott Hughes – HUMB Architects, AIA Masonry Award Winner
      * 2 Additional Residential Architects, preferably MAF Award Winners
      * Florida Landscape Architects Association (FLSAA)
    - Related Industries
      * Real Estate Agents Association of Florida
      * Independent Insurance Agents Association of Florida
      * Energy Resource – to be confirmed
    - Construction
      * Florida Nursery Growers & Landscapers Association (FNGLA)
      * Home Builders Association of Florida
  + Distribute 3,000 copies
    - Through targeted advertising in Real Estate/New Home sections of print newspapers. i.e. Scan Q code in ad to request a book.
    - Request a CMEC Grant (in 3rd quarter) to fund Newspaper Ads and Distribution of books - starting January 2016.