**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.