



ProMasonry Conference Call

March 26, 2014 @ 10:00 AM

Conference Call Minutes

Anti-trust Guidelines

A motion to waive the reading of the MAF Anti-trust Policy was made by Al Petrie. Dave Pfeffer seconded the motion.

For reference, a complete copy of the MAF Anti-trust policy can be found on our website:
<http://www.floridamasonry.com/anti-trust.html>

In Attendance:

Chris Bettinger :: Chair Oldcastle
Deb Bartolucci :: MAF
Dave Pfeffer :: Titan America, Inc.
Pat McLaughlin :: MAF
Al Petrie :: CEMEX
Wade Mullins :: Quality Precast
Don Beers :: MAF
Lisa Pelham :: A1 Block

Approval of the Previous Minutes - December 12, 2013

A motion to approve the December 12, 2013 meeting minutes was made by Dave Pfeffer, the motioned was seconded by Chris Bettinger.

Chairman's Comments

Chris Bettinger stated since he knows everyone is busy, we are going to jump right into the agenda items.

Marketing

AIA FL WEBINAR PROPOSAL VS. "DIY OPTION" - CHRIS BETTINGER

Chris reviewed the original AIA FL Webinar Proposal:

- Three webinars
- Produced by the AIA FL videographer/production team.
- Presented by Don Beers.
- AIA FL retains ownership of the material and the rights to keep it on their website.
- AIA FL will charge a fee for the course and administer the credits
 - Price :: \$5000

Chris, Dave Pfeffer and Pat McLaughlin met with Eileen Johnson (AIA FL) in Tallahassee in December to voice our concerns. Eileen indicated that they are willing to make adjustments to the original proposal.

Everyone agreed that the PNNL research results should be the topic for our first course.

Our counter-proposal to the AIA FL (to be presented after ProMasonry Committee Review):

- One webinar
- Produced by the AIA FL videographer/production team.
- Presented by Don Beers.
- AIA FL has exclusive rights to the program for 60 - 90 days, giving them a chance to make money on the course.
- MAF submits to the construction (CILB) and engineering (PE) boards. The webinar is hosted on our site and accessible to contractors and engineers who want credit.
- After 90 days, we will submit to the AIA board under a new name. Then put the course on our website for architects to view.
 - Price ::\$1500

We originally allowed for two separate line items in the budget for the webinars:

- \$7500 for software
- \$7500 for production
 - Total:: \$15,000

Chris made recommendation to make a \$1500 - \$2000 maximum investment towards the first online seminar with the AIA FL reviewing the PNNL study. Wade Mullins made a motion and it was seconded by Dave Pfeffer. The motion passed the vote unanimously.

Chris will move forward with making this proposal and see how the AIA FL feels and will convey the results to the group. Chris will also request a copy of one of their webinars that we can all view at no cost, just to give everyone a feel for how the AIA does their production.

Don & Chris will also get together to talk about when they can put a program together.

Masonry Workshop Webinar

We need a new Masonry Workshop - 2014 FBC on Dec. 31, 2014: September 12 & 13 and November 7 & 8 in Orlando at the FCPA office. Would like to use something to record our Masonry Workshop. Maybe use the same AIA FL production company.

Committee recommends that we allocate some funds.

Total program is 14 hours - 7 different portions of the course.

We will need production costs & also the online software for the administration @ \$100/month.

We want to drive the architectural community to incorporate this MAF certification course into their specifications. It could be as simple as sending out a notice with a blurb to ask them to "incorporate this requirement into your specifications and instantly upgrade the quality of masonry work in Florida". However we would have to have the certification course completely set-up online prior to sending this notice.

Chris made a recommendation to discuss with the AIA FL to ask if they can survey their members to gage their interest in requiring certification of mason contractors. Don indicated that he has already asked the question, and the answer is YES! Lisa concurred.

Ask the AIA FL to market this certification course. The #1 purpose of the AIA FL is to provide continuing education to their 3300+ members in Florida. Again, we would reserve the exclusive domain with the contractors (CILB) and engineers (PE). Getting the AIA FL on board and getting it put in their specifications creates a "pull-through" for contractors taking the course. The added benefit is that they have a larger member base, and further reach than the MAF.

Chris suggested that we stay away from architects all together, only offering our course to contractors and engineers. Everyone agreed that this may be a good idea. Chris mentioned that the AIA FL is willing to give us all contact information for those that register on their site for the webinar, so we receive the architect information we need either way.

One suggestion is to make a short, one-hour "primer course" for the AIA FL membership, outlining the certification class and the specifications requirements, and the reasons that certification will help masonry work in Florida. We can then use the revenue from this course to offset some of our costs for the production.

Chris made a recommendation that we do an outline regarding the PNNL study and masonry workshop on paper by April 16, 2014. The outline of this program will be fleshed-out and sent to everyone for input. If needed, we will schedule a conference call for discussion.

After committee approval we will present to AIA FL prior to the upcoming MAF board meeting. The final agreed on program with the AIA FL will be presented at the May 7th MAF Board meeting.

Marketing Plan & Budget for the PNNL Energy Results

Pat told the group that at the Concrete Coalition meeting a few weeks ago the topic of the PNNL Energy results and the marketing of our results was discussed. We have the study and the results and now we need to distribute the information. The Concrete Coalition all agreed that we need to educate the sales force in Florida. It is important to give everyone a clear, concise set of talking points. It is better to give them the conclusions than to have them draw their own.

Don has been in contact with Matt Sitter at FCPA to see if he can go to the FCPA regional meetings to provide continuing education to the sales people. All of the concrete guys at the FCPA are dealing with the major home builders in the state.

Pat also stated that it is important to get the information out to begin to mitigate some of the misinformation that is out there courtesy of the ICF people.

Don has a short PowerPoint presentation (see Attachment A) that can be given to the salesforce.

Chris stated that we need to educate the guys in the field, before we market it. We will just be wasting the marketing money if we don't educate the people in the field with the important conclusions. Don agrees, we have to get our people to understand and then we can market it.

Don made it clear that this is a *residential* study only. It is important not to apply these results to the commercial marketplace. The commercial phase of this study will cost in the neighborhood of \$250K+.

Chris thinks that it is important to educate the guys in the field, before we market it. We will just be wasting the money if not...it is important to first get the basic knowledge out of the reps out of there. Don agrees, we have to get our people understanding it and then we can market it.

After considerable discussion about what types of pieces would be appropriate or helpful to the sales staff, etc. the committee decided on the following:

Statewide items:

- Don will create an MAF Tech note (same for all areas of the state)
- Don will create a set of "Talking Points" suitable for the salesforce to use (same for all areas of the state)

Regional items:

- Jacksonville/Northern Florida: Deb will create two info-graphics for this geographical/climate zone suitable for distribution to consumers, builders, etc.
 - Masonry vs. ICF
 - Masonry vs. Wood frame
- Orlando/Central Florida: Deb will create two info-graphics for this geographical/climate zone suitable for distribution to consumers, builders, etc.
 - Masonry vs. ICF
 - Masonry vs. Wood Frame
- Miami/South Florida: Deb will create one info-graphic relating to the diminishing returns on over-insulation of any wall system. Already building block walls in south Florida, and R4 Foil Insulation is perfect - upgraded would be R7 foil insulation 11 year payback. Beyond that there is no payback.

It would be a good idea to ask Brian Bussell to help with the talking points. Brian knows all of the builders in Jacksonville. Don will be driving around the state talking to builders about how this study may help them. Al Petrie offered to help with the contacts to all of the people at FCPA.

2014 Summer Events:

- AIA FL Annual Convention | July 17 - 20, 2014 Doral, Miami
90 minute seminars "Winning With Masonry"
Chris & Don working that program also game show, and will working the energy study.
- SEBC Show (we need participation from group members) | July 25-26, 2014
- FICAP/MAF Annual Convention | July 31 - Aug. 2, 2014

New /Old Business:

Chris asked the committee to please look at the meeting minutes and the outlines we will send. Everyone's input is very important. We have limited funds, we have to make it work...!

Next Meeting:

Late May meeting is possible depending on the results of the AIA FL and the board meeting.

Meeting adjourned at 11:41. Thank you for your participation!!!!