



# ProMasonry Meeting Minutes

September 18, 2013

## Meeting Minutes

Meeting available online:

<http://www.floridamasonry.com/promasonry/91813.html>

### ***In Attendance:***

*Chris Bettinger*  
*Oldcastle Coastal*

*Brian Bussell*  
*CEMEX*

*Rocky Jenkins*  
*CEMEX*

*Deb Bartolucci*  
*MAF*

*Al Petrie*  
*CEMEX*

*Preston Sparkman*  
*Quality Precast*

*David Pfeffer*  
*Titan Block*

*Don Beers*  
*MAF*

*Jan Buehler*  
*Fi-Foil*

*Pat McLaughlin*  
*MAF*

### **Anti-trust Statement**

Al Petrie motioned to waive the reading of the MAF Antitrust Guidelines and it was seconded by Dave Pfeffer.

A copy of the anti-trust policy is available online: <http://www.floridamasonry.com/anti-trust.html>

### **Approval of July 12, 2013 Meeting Minutes**

Dave Pfeffer motioned to approve the July 12<sup>th</sup> meeting minutes. The motion was seconded by Rocky Jenkins. The motion carried and the minutes are approved.

For a copy of the latest meeting minutes: <http://www.floridamasonry.com/promasonry.html>

### **SEBC Review:**

Dave Pfeffer discussed the SEBC review meeting that was held at Gaylord Palms on September 17, 2013. The FHBA plans to move the show to either Marriott World Center or the Gaylord Palms for 2015. They currently have a contract for 2014.

Dave reviewed the show demographics -- 58% or about 1000 were owners and construction builders. Historically SEBC has targeted the mid-level home builder. Unfortunately, that mid-level builder was all but wiped out by the recession.

The standard mid-level builders doing 20 – 100 homes per year are just not around anymore. Brian Bussell mentioned that “track builders” like Lennar, Centex, etc. are dominating the market.

There was additional discussion about the Concrete Coalition becoming part of the show making a larger industry presence from a concrete standpoint. More will be discussed at the upcoming MAF Board meeting.

The general consensus is that no one wants the convention held in conjunction with SEBC. Therefore, the convention committee has decided to split the two events up and the board will decide at the October meeting what the convention will be and where it will be held.

The Fastest Trowel Competition will NOT be held in 2014. There has not been an interest and it will be put on hold until there is interest from the contractors.

The lack of interest in Fastest Trowel brought up another point. How do we get masons involved in the MAF again?

Rocky Jenkins suggested that we reach out to shell builders:

- High Woods
- ODC
- CSCI
- R&R
- CKS (unique shell builder employs all of their subs)
- Raney Construction owns a block plant

The MAF has a lot that we could offer them. The idea is to go and sit down with them and ask them do they care what they build with? Maybe we can offer them our services or ask them what they need?

Don Beers mentioned that we already have a good relationship with Toll Brothers & Pulte, but they are strictly for whatever helps their bottom line.

Ultimately, after much discussion it was recommended by the ProMasonry committee that we continue with our participation at SEBC, but with a scaled down presence.

The MAF Convention will be a separate event, possibly held with FICAP in a joint convention. Details will be available at the December ProMasonry meeting.

## Friday Facts Review

So far the Friday Facts seems to be going well. We only have had a couple ads go out, so the analytics are preliminary. I better picture of what is happening at our December meeting.

The schedule is listed below:

Date	DUE DATE	Vertical Ad / Horizontal Banner	MAF Subject	Member Advertiser
9/13/13	9/3/13	Horizontal Banner	Moisture	Central Broward
9/27/13	9/17/13	Horizontal Banner	Moisture	OldCastle Coastal
10/11/13	10/1/13	Horizontal Banner	Moisture	CEMEX
10/18/13	10/8/13	Vertical Ad	Moisture	Fi-Foil

10/25/13	10/15/13	Horizontal Banner	Moisture	MAF Moisture Ad
11/8/13	10/31/13	Vertical Ad	Wind	Tarmac
11/22/13	11/12/13	Horizontal Banner	Wind	Central Broward
11/22/13	11/12/13	Vertical Ad	Wind	Fi-Foil
12/6/13	11/26/2013	Horizontal Banner	Energy	MAF Energy Ad
12/20/13	12/10/13	Vertical Ad	Energy	Central Broward
12/20/13	12/10/13	Horizontal Banner	Energy	CEMEX
1/3/14	12/20/13	Horizontal Banner	Energy	OldCastle Coastal
1/17/14	1/7/14	Vertical Ad	Fire	MAF Fire Ad
1/31/14	1/21/14	Horizontal Banner	Fire	Tarmac
2/14/14	2/4/14	Horizontal Banner	Fire	CEMEX
2/28/14	2/18/14	Vertical Ad	Fire	Vulcan Materials
3/14/14	3/4/14	Horizontal Banner	Design	MAF Design Ad
3/28/14	3/18/14	Vertical Ad	Design	OldCastle Coastal
4/11/14	4/1/14	Vertical Ad	Design	Painter Masonry
4/25/14	4/15/14	Horizontal Banner	Design	Central Broward
5/9/14	4/30/14	Vertical Ad	Design	Tarmac
5/23/14	5/13/14	Horizontal Banner	Termite	MAF Termite Ad
6/6/14	5/27/14	Vertical Ad	Termite	CEMEX
6/20/14	6/10/14	Horizontal Banner		MAF AD
7/4/14	6/24/14	Vertical Ad		OldCastle Coastal
7/18/14	7/8/14	Horizontal Banner		Tarmac
8/1/14	7/22/14	Vertical Ad		MAF Ad
8/15/14	8/5/14	Horizontal Banner		Vulcan Materials
8/29/14	8/19/14	Vertical Ad		Fi-Foil
9/12/14	9/2/201	Horizontal Banner		Fi-Foil

Please contact Deb Bartolucci for questions regarding the schedule, your submission or ad content. Deb Bartolucci 954-295-9926 or [deb@floridamasonry.com](mailto:deb@floridamasonry.com) .

## Bricklayer 500

Pat reviewed the BL500 and the program that the MCAA and MAF are going to present on October 3<sup>rd</sup>. The MAF/ MCAA is giving out a special discount to Florida contractors: \$800 gives the contractor MAF local, MAF state and MCAA national membership.

For details on the program:

[http://www.floridamasonry.com/uploads/2/3/1/4/23145284/maf\\_mcaa\\_contractor\\_special.pdf](http://www.floridamasonry.com/uploads/2/3/1/4/23145284/maf_mcaa_contractor_special.pdf)

## **Masonry Day - October 3, 2013 – Governor’s Proclamation**

In his proclamation, Governor Scott recognizes that concrete masonry is a 100 percent Florida product, mined, manufactured and installed by Floridians. Sixty percent of all homes and 35 percent of all commercial buildings in Florida are built with concrete block and that concrete block construction builds the safest, most cost-efficient and long-lasting structures to withstand Florida’s frequently harsh and storm-prone environment. To read the complete text of this important proclamation, press release:

[http://www.floridamasonry.com/uploads/2/3/1/4/23145284/maf\\_press\\_release\\_masonry\\_day.pdf](http://www.floridamasonry.com/uploads/2/3/1/4/23145284/maf_press_release_masonry_day.pdf)

## **AIA Florida Convention – Chris Bettinger**

Chris reviewed the successes we have had in the AIA FL in the past few years.

Chris reviewed the results from the 2013 AIA Convention. The MAF had good materials, and a great format, but the architects were “Duds”. Not a lot of participation happened, and the presentation was cut short by an additional 10 minutes. Eileen Johnson is the point person at AIA FL. Chris will be travelling to Tallahassee to meet with her to go over plans for the 2014 AIA FL Convention which will be held in Miami.

New proposed format for the continuing ed class:

- [3] 15 minute segments from winning architects
- [3] 5-minute segments from Don & Chris for technical details review
- [1] 20 minute game show format

More details on the program will be available at the next meeting.

## **Bragbook**

Sponsored books will be mailed out in late November to the top 200 architect firms in the state. We will be creating a 5<sup>th</sup> Anniversary Edition of the bragbook for the upcoming 2014 Awards program that highlights the 2014 winners as well as the winners from the past five years. Sponsor opportunities are available for the 2014 book beginning in February.

For questions, please contact Deb 954-295-9926 or [deb@floridamasonry.com](mailto:deb@floridamasonry.com).

## **Social Media**

At the next ProMasonry meeting we will discuss the different types of social media and the best way to market using Linked In, Twitter and Facebook.

## **Energy Research Update – Don Beers**

The Masonry Association of Florida in partnership with the National Concrete Masonry Association is undertaking a major national study on the energy efficiency of exterior wall systems for residential structures. The idea is to move away from a discussion on the “R” value of the wall system and answer the question “what is my yearly savings from using such and such a wall instead of some alternate wall system”. In order to determine this Pacific NW Labs was contracted to run over 18,500 different combinations of CMU, wood and ICF walls in 18 different climate zones across the country for both one and two story residences. Every aspect of the residential homes modeled was kept constant except for the wall system. The output is in \$ per sq. ft. per year based on the local cost of energy.

Standard Walls in CMU, Wood and ICF	"R" Value of Entire Wall Section	Florida Location	Total HVAC Kbtu/sf/yr	Heat \$/sf/yr	Cool \$/sf/yr	Total HVAC \$/sf/yr	Monthly HVAC Bill for 1800sf Home	Yearly HVAC Bill for 1800sf Home
CMU w/R4 Int Insul	5.7	Orlando	9.25	\$0.04	\$0.26	\$0.30	\$45.18	\$542.19
Wood w/R13 Bat	10.9	Orlando	8.96	\$0.05	\$0.25	\$0.29	\$43.76	\$525.08
CMU w/R8 Int Insul	10.0	Orlando	8.30	\$0.04	\$0.23	\$0.27	\$40.52	\$486.20
CMU w/R8 Ext Insul	10.0	Orlando	7.98	\$0.03	\$0.23	\$0.26	\$38.95	\$467.42
ICF w/R16 Insul	18.2	Orlando	7.66	\$0.03	\$0.22	\$0.25	\$37.38	\$448.51

This data is NOT for distribution, but Don reviewed the data in Orlando as an example. This data needs to be verified and a GUI (graphic user interface) will be developed. The interface needs to be created with participation of NCMA and we currently do not have the funding.

### Got Mold? [www.buildwithblock.com](http://www.buildwithblock.com)

The committee would like to capitalize on this issue. The MAF (Deb & Don) will continue to look for information and articles to support our side. The [www.buildwithblock.com](http://www.buildwithblock.com) site will house all of that information.

To move forward, it was decided that we need to find out advertising costs for banner ads on Zillow, Realtor.com and similar websites. Additionally, look at advertising in Orlando & Sarasota Sunday Home sections of the paper. Costs will be available at the next meeting.

### Green Trends – Don Beers

#### GreenTrends Conference, August 22<sup>nd</sup> and 23<sup>rd</sup>, 2013 Executive Summary – Don Beers

Although I would regard our products (cement, aggregate, concrete, concrete block) as environmentally friendly, I would not consider our industry to be environmentally engaged. My attendance last week at the FGBC’s GreenTrends Conference held in Sarasota convinced me that our involvement in the “greening” of Florida is absolutely necessary. Our goal is to disseminate a truthful, fair message about how the use of concrete products helps the environment.

We are not too late to effectively enter the game and our involvement is more straight-forward than in codes or legislation. Our first step would be to simply join the various environmental organizations in the State and assign someone to attend meetings, monitor and, to the extent possible, become involved. Most of our companies already have environmental staff or even departments working to keep their plants in environmental compliance. These

individuals simply need to participate and gain some sensitivity in identifying incorrect information about concrete products. Most of these individuals will be more than willing to do so as it will complement their current sustainable efforts in their various companies.

Energy was a big part of the overall environmental discussion, as it should be, and our current energy research project with PNNL and NCMA should be helpful in dispelling myths about energy efficient residential construction.

Besides energy, “resource recovery” or recycling of concrete construction waste was the area in which concrete masonry was most negatively viewed. Knowledge of how we are being viewed by these groups is key to correcting misconceptions, promoting our products as “sustainable” and assessing production changes what could result in “greener” products.

Water was also a very big topic, and even though industrial water use is not something currently under attack, we need to consider now how we can self-regulate our water use so as not to become a target in the future.

## **The Conference**

Last week I attended the 2013 GreenTrends Conference held in Sarasota. The conference is put on by the Florida Green Building Council; an important Florida based environmental organization, particularly for residential construction. It is essential that the Florida masonry industry understand its position in the green movement which is steadily increasing in influence, both in Florida and across the Country.

The format for the two days I attended were educational classes taught by various members of the FGBC. A small trade show of green related products and services was also part of the conference. The classes covered the normal spectrum of green issues on building construction with the emphasis heavily directed to the residential market.

Through the various presentations and through discussions with instructors and fellow attendees I had the opportunity to see concrete masonry through the eyes of the environmental community.

## **Encouraging Trends**

One of the encouraging trends that I picked up on was the desire of the environmental community to acknowledge the need for reasonable economic payback. This was mentioned numerous times. There was not as much “green for the sake of green” as I expected (although it was visibly present). If you remember, “economic payback” was the argument that we used in rolling back the insulation levels for the 2013 Florida Energy Code. This is a critical concept in mandating the proper level of insulation in any structure. The yardstick of first cost vs. payback has to be strongly encouraged by our involvement.

Another encouraging trend that we should be backing is the use of the buzzword “Durability”. It is currently NOT being applied in the same sense that our industry would use it, however, the fact that they are freely throwing it around gives us the opportunity to encourage a proper view of what constitutes “durability” and how the use of concrete and concrete masonry is a natural product for “durable” structures.

I was also encouraged by the host of issues cited in creating a “sustainable” structure - few of these relating to the external skin. Masonry was not under “constant attack”. Everything from roof insulation to radon mitigation was reviewed, the vast majority having nothing to do with the walls being made out of masonry, ICF, steel stud or wood frame.

The overall tenor of the conference was not objectionable – save energy by addressing the areas of major energy loss, save water by more efficient use, reduce waste by recycling and use environmentally friendly products. We need to reinforce the fact that concrete products meet all of those nicely.

## **Misunderstandings**

Unfortunately, all is not perfect between concrete and the FGBC. Because of our lack of involvement the green benefits of concrete and concrete masonry is not well known. The primary areas of misunderstanding are Energy and Resource Recovery.

We have already become thoroughly enmeshed in the energy discussion during our codes battle this year with Florida Solar Energy Center (a major player in the FGBC). Fortunately, we are about to be ahead of this curve with the upcoming energy research out of PNNL. After this research is published we will have reduced the discussion of residential wall energy to dollars and cents. The goal will be to use the results of our research to permanently move the discussion away from R value to the cost effectiveness of various wall systems. The danger is that unless we are involved with the environmental groups they will migrate to the MOST ENERGY EFFICIENT SYSTEM REGARDLESS OF COST OR ANY OTHER FACTOR. As stated above, the mantra of the GreenTrends Conference was “Cost Effectiveness”, but it will require vigilance to keep everyone focused on this objective.

Resource Recovery means Recycling. The comparison of “cradle to grave” usage of concrete compared to lighter weight materials such as wood studs is important for us to understand. A good source of information currently available is the MIT study for wood stud compared to ICF systems. Making the assumption that the concrete resources used in ICF is extremely similar to concrete masonry, the MIT study shows very little difference between wood and concrete exterior walls. This “Truth” makes no difference if a skewed presentation of data goes unchallenged. Simple monitoring of what is being touted by the FGBC is essential in picking up on this type of miscommunications.

Additionally, on subject of recycling, our industry needs to make a gentle migration to the concept of concrete recycling. Crushing and recycling our waste is something we understand well, and with just a little more effort we can make a BIG difference in how our products are perceived on sustainability.

## **Personalities**

The current President of FGBC, Robin Vieira, is also the Director of Building Research at the Florida Solar Energy Center. He was at the heart of the 2013 Florida Energy Code controversy this past year and a staunch supporter of additional insulation in exterior masonry walls.

The Conference moderator was Dr. Jennifer Languell. Dr. Languell is a highly respected member of FGBC and relied on for her technical expertise. It is my suspicion that a major client of hers is the prefab wood industry. She certainly did not view concrete masonry as the best environmental choice for Florida housing.

Without some good spirited opposition, strong voices like Mr. Vieira’s and Dr. Languell’s tend to mold the organization to their personal agenda. On the other hand they are both extremely intelligent and technically trained and understand that, in the end, what FGBC promotes must be based on the best science available. Otherwise they will be make themselves vulnerable to attacks on their credibility.

## **Action Items**

The action that the concrete and concrete block industry must take is clear and not particularly expensive. The first thing is to simply become involved. Join the FGBC and send selected employees to the meetings to monitor what is being passed off as sustainability with regard to our products. There are many advantages to this course of action and no real disadvantages. There is an old wise saying that perfectly sums up this action item – “If you can’t beat them, join them!”

The environmentally conscious employees that you send will be happy to participate and they will be positioned to protect us from false or over-zealous environmental regulations which are already issuing forth from the green movement. We will also be able to keep abreast of the technical information on our products that we must have available to defend ourselves. Some of that information may take research, like the PNNL energy study.

The second action item is on concrete recycling. Crushed, screened and graded recycled concrete products have a host of uses, all of which replace the use of mined aggregate on a one to one basis. The largest and easiest use is for stabilized road base. The most difficult is reuse back in concrete mixes because of quality control issues. Regardless of how it is used it is usually in demand and often matches the value of mined aggregate. We should be viewing this as a long term goal. Something to strive for with the understanding that a 100% recycled product glows green.

My final suggested action item is water use. Although not specifically referenced with regard to concrete products, water is a very large part of Florida’s green movement. Water conservation in residential and commercial buildings makes up a portion of almost every discussion. Although industrial water use is not currently an area of hot pursuit for the sustainability movement, it is only a matter of time before we come under heavier scrutiny. A proactive educational approach for our industry would cost almost nothing and put us, for probably the first time in history, ahead of the curve.

**The meeting adjourned at 2:00 PM.**

**Next meeting on December 4, 2013. 9:30 – 2:00 PM**