

FOR IMMEDIATE RELEASE



Announcing the Formation of Florida Masonry, Inc.: A Unified Future for the Masonry Industry in Florida

[Orlando, FL] – [April 1, 2025] – The Masonry Association of Florida (MAF) and the Florida Masonry Apprentice & Educational Foundation (MAEF) are happy to announce their historic merger to form **Florida Masonry, Inc.**, a unified organization dedicated to advancing the masonry industry in Florida. This merger represents a significant step forward, aligning resources and expertise to support education, workforce development, and market growth for the masonry profession.

Under the new organization, **Donna Hinson** has been appointed as the **Executive Director**, bringing a wealth of leadership experience and a strong commitment to the masonry community. Her appointment follows a rigorous hiring process and underscores the organization’s vision to build a robust, contractor-led association.

A New Mission, A Unified Purpose

The mission of Florida Masonry is clear:

“To provide a contractor-led association that coordinates and promotes education of the masonry trade, fosters the recruitment and training of future masons and tradespeople, and expands masonry’s market share in Florida.”

This mission will guide the organization as it continues to serve as a vital resource for education, advocacy, and technical support while fostering collaboration across the masonry industry.

Meet the Leadership Team

The new Board of Directors represents a diverse group of industry leaders, including contractors, suppliers, and educators. Key members include:

- **Paul Rivers**, Chairman – Capital Concrete & Masonry Solutions
- **Danielle Larson**, Vice-Chairman – Southern Shore Construction
- **Jim McDaniel**, Associates Council Chairman – Oldcastle Coastal - APG
- **Bill Parsons**, Treasurer – Pyramid Masonry Contractors, Inc.
- **Taylor Bradley**, Secretary – Masonry Builders, Inc.

Florida Masonry Staff

Florida Masonry is supported by a dedicated team of professionals committed to driving the organization's mission forward. The current staff includes:

- **Donna Hinson**, Executive Director
- **Deb Bartolucci**, Marketing Director & Professional Education Program Manager
- **Don Beers**, Structural Engineer Consultant
- **Jerry Painter**, Masonry Consultant
- **Sandy Cinque**, NCCER Program Coordinator
- **Al Herndon**, NCCER Consultant
- **Dennis Neal**, NCCER Consultant
- **Dan Kroeker**, Regional Apprenticeship Coordinator
- **Linda Boyd**, Member Services

Additionally, the association plans to hire a Pre-Apprenticeship & Apprenticeship Director to assist in meeting the goals of their mission.

Building on a Strong Foundation

Florida Masonry's merger highlights its dedication to enhancing the industry through:

- **Workforce Development:** Launching new apprenticeship and pre-apprenticeship programs to address the skilled labor shortage.

- **Education and Advocacy:** Providing continuing education, safety training, and representation in building codes and standards discussions.
- **Networking and Recognition:** Hosting events and programs such as the Florida Masonry Excellence Awards, which celebrate industry achievements.

Looking Ahead

Florida Masonry invites all industry professionals, contractors, and stakeholders to join in shaping the future of masonry. Membership offers exclusive benefits, including educational resources, advocacy representation, and access to a growing network of industry leaders.

For more information about Florida Masonry, Inc., its programs, and membership opportunities, visit www.floridamasonry.com.

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About Florida Masonry, Inc.

Florida Masonry, Inc. is a non-profit organization dedicated to advancing the masonry industry through education, recruitment, and advocacy. By uniting the efforts of the Masonry Association of Florida and the Florida Masonry Apprentice & Educational Foundation, the organization aims to strengthen the masonry industry and support the next generation of masonry professionals.