

Masonry Association of Florida



ProMasonry Meeting

May 15, 2013 9:30 AM - 2:00 PM

FC&PA | 6353 Lee Vista Blvd. | Orlando, FL 32822

Link to online agenda:

<http://www.floridamasonry.com/promasonry/51513.html>

MEETING MINUTES

Call Meeting to Order

ProMasonry Committee Chairman, Chris Bettinger called the meeting to order at 9:40 am.

In Attendance

Chris Bettinger
chris.bettinger@oldcastle.com

Deb Bartolucci
deb@floridamasonry.com

David Nelson
Davidnelsonmasonry@yahoo.com

Michael McCullough
Michael@brmgrouop.co

Lisa Pelham
lisa@A1Block.com

Lora Tressler
Ltressler@titanamerica.com

Bob Anderson
Bob@A1Block.com

Brian Bussell
BBussell@cemexusa.com

David Pfeffer
dpfeffer@titanamerica.com

Mary Jane Mueller
maryjane.mueller@ocps.net

Al Petrie
albertj.petrie@cemex.com

Rocky Jenkins
rockys.jenkins@cemex.com

Wade Mullins
wadem@qualityprecast.com

Pat McLaughlin
pat@floridamasonry.com

Review of Antitrust Guidelines

A motion to waive the reading Anti-Trust Guidelines was made by Dave Pfeffer and seconded by Lisa Pelham. The motion carried.

For reference, a complete copy of the MAF Antitrust Guidelines is available online:

<http://www.floridamasonry.com/antitrust.html>

Approval of March 19, 2013 Conference Call Meeting Minutes

A motion to approve the meeting minutes from the March 19, 2013 conference call was made by David Nelson and seconded by Lisa Pelham. The motion carried.

Remarks by Chairman - Chris Bettinger

Chris thanked everyone for coming and asked that they participate and ask your co-workers to get involved as well. We need input from the committee on the activities we are proposing, so we need feedback! As a committee, the entire first part of the year was dedicated to the check-off program. Now that we do not have that this year, it's time to switch gears and promote masonry.

The SEBC tradeshow is coming up and until that is over, our efforts will be towards making that a successful event. We will be reviewing the convention schedule, continuing education classes, schedules, etc. for the convention, as well as some unique advertising opportunities and our plans going forward. Again, PLEASE PARTICIPATE!

2013 ProMasonry Goals & Objectives - Chris Bettinger

2013 ProMasonry Budget

Chris reviewed the current 2013 budget and asked if there were any questions.

One of the changes to the budget came about due to the fact that we struggled with how to spend the \$21,000 for the homebuilders program. We realize that we do not have enough money to make a significant dent in the market, so we have taken \$16,000 of the original \$21,000 and put that on hold. The remaining \$5000 will be used to target architects that design high-end specialty residential homes.

- See Attachment A: Current 2013 ProMasonry Budget

AIA Friday Facts Advertising

Chris reviewed the AIA Friday Facts Advertising proposal. The current budget has a \$1500 line item for Friday Facts, however, to get the best deal with AIA, we need to spend \$5000, which gives us every other week coverage for the next year, keeping masonry in front of our target audience - architects.

Details of the co-op advertising are below:

27 Friday Facts ads	=	\$5000
Less MAF 7 ads	-	<u>(\$1000)</u>
		\$4000*

* \$4000 (20 ads) deficit to be covered by MAF Members @\$200/ad, which is a \$50 per ad savings over the regular price of AIA Friday Facts.

All ads will contain a 1" x 1" "Tag" with a link back to the MAF. Advertisers will be responsible for supplying the content, link and art to Deb, and she will create the ad for approval.

Deb explained how the analytics work for each email. AIA has a readership of 3300 architects in their database. The open rate of 33% is very high -- well above the national average of 15-17% and also above even the MAF rate of 20%. The click rate of 8.8% is also very high -- the MAF has a click rate of 5%. After each email, the AIA will be able to provide us with the analytics, showing us what works, and what doesn't -- ultimately giving us an idea of the architects interests.

Bob Anderson made a motion to approve the program, Dave Pfeffer seconded the motion. The motion carried and the AIA Friday Facts program was approved.

Further discussion about the program regarding the parameters of the advertising and the "rules" each member company will adhere to for their space:

- Each company can have a maximum of four ads to start. In the event that we don't sell all of the spaces available, the committee will contact those companies who expressed an interest in purchasing more.
- The content of the ad can be decided by the member company, however, we want to promote a diverse bunch of masonry products. It benefits us all if we show a wide range of things that can be done with masonry.
- Each member company ad will have a 1" x 1" portion advertising the MAF continuing education and webinars section of the website.
- The MAF ads (7 in total) will follow along the lines of the "7 Reasons to Build With Masonry". Each ad will have a unique URL attached so that we can do some analytics of our own on the results.
- The 7 MAF ads, and dates for send-out are:
 - Moisture - Block in = Mold out (August 2013)
 - Wind - Security in the Storm (September 2013)
 - Energy - Energy Savings (November 2013)
 - Fire - Fire Safe Savings (January 2014)*
 - Design Flexibility (March 2014)*
 - Termite Protection (April 2014)*
 - Worry-free Durability (June 2014)*

** Tentative schedule for 2014 -- the committee will evaluate our results at the last ProMasonry meeting of 2013 to decide on the final topics.*

- See Attachment B: AIA MAF Friday Facts Proposal

Bragbook Mailing Sponsorship

The committee discussed sponsorship opportunities for sending the MAF 2013 "Bragbook" to the top 100 and 200 architects. The program that was presented as a sponsorship for one company on a first come first serve basis was modified to include 4 - 6 companies who would all have their logos on the back page of the book, bring the cost down to \$400/4 companies or \$266/6 companies sponsoring to the top 200 architects in the state.

** UPDATE 5/31/2013 - We have two sponsors for the Bragbook sponsorship: Oldcastle and new member Fi-Foil. If you are interested, please let Deb Bartolucci know ASAP. deb@floridamasonry.com or 954-295-9926.

- See Attachment C: MAF Bragbook Sponsorship Opportunity

Florida Masonry Check-off & National Check-off Program Update

Rocky Jenkins and Pat McLaughlin discussed the end result of our state check-off program. Although we were unsuccessful this year, we learned a lot from the process. Currently, the board of directors and other masonry industry decision makers are evaluating our efforts for 2013 and deciding if we should go forward next year. Pat & Rocky created the 2013 Legislative Report that has been sent out to the MAF Board of Directors.

National Check-off Fly-in is June 13th. Currently from the MAF, we have several MAF members, both producers and contractors that will be travelling to Washington D.C. to participate. Florida Senators and Representatives are critical: Bill Nelson and Marco Rubio are key players in the national check-off program.

SEBC Show

Lisa and Deb reviewed the residential masonry booth for the SEBC show and also requested volunteers for the July 9th setup. If you would like to volunteer for setup and cleanup, please contact Lisa Pelham lisa@a1block.com. Thank you to those who have already volunteered.

The SEBC booth will be similar in setup to last year, with the exception that we will be conducting continuing education seminars in the booth this year in coordination with the SEBC to attract traffic to our area, and keep them there. We need volunteers to help with sign-in during the CE courses, ad to be in the booth to speak to anyone who stops by. Please contact Don Beers at 561-310-9902 or don@floridamasonry.com to help man the booth and continuing education courses.

** PLEASE NOTE: Anyone who will be volunteering needs to have a badge to gain access to the tradeshow. Please contact Deb Bartolucci if you need a badge. They will be available from SEBC and can be picked up at their registration desk.

For more information on the convention, please visit: www.mafconvention.com

Commercial Lead Tracking Committee - Lisa Pelham & Don Beers

The committee discussed new target segments:

- ✘ Hospitals
- ✘ Medical Facilities
- ✘ Multi-Family in Tampa & Orlando?

The committee decided to out together a sub-committee to come up with names of Design-Build Firms in their area. The members of the committee are: Chris Bettinger, Lisa Pelham, Lora Tressler, Al Petrie and Bob Anderson. The committee will create a list of the top 10 design builds in each market and have that information available for the next ProMasonry meeting. There will be a conference call for mid-June to discuss the plans going forward. Details on the conference call will follow.

SEBC Campaign: "Don't Feed the Mold - Build with Concrete Masonry"

The committee decided to adopt the NCMA "Don't Feed The Mold" Campaign as our theme for the SEBC show. The committee approved the following expenditure:

- ✘ 1000 "Moldy" stress giveaways for the show: \$2500
- ✘ 100 "Moldy" T-shirts @ \$1500
- ✘ 1000 "Moldy" Postcards @ \$225

Don't Feed the Mold Links: [Moldy Graphic](#), [Moldy T-shirt Sample](#) & [Ad Campaign Sample1](#) | [Ad Sample 2](#)

MAF Convention

Dave Pfeffer discussed the convention and plans for the competitions. Again, we need volunteers for setup and cleanup and don't forget to register!

Links: [MAF Convention](#) - Dave Pfeffer

- ✘ [Register for MAF Events @ SEBC](#)
- ✘ Materials Sponsorship: Block, Brick & Mortar
- ✘ [Fastest Trowel Competition & Apprentice Competition](#)
- ✘ Free SEBC passes are available to construction apprentices. Contact Deb Bartolucci for details. deb@floridamasonry.com

Next Meeting: Friday, July 12, 2013 | 10:00 - 10:45 AM

SEBC Orange County Convention Center

On the agenda:

- ✘ ProMasonry Marketing Campaigns for the Fall of 2013
- ✘ PNNL Energy Research - Review of the results of our masonry energy research.
- ✘ Lots more!

Meeting adjourned at 1:30 PM.

ProMasonry 2013 (continued)

Activity	Proposed Changes	2012 Actual	2013 Proposed	Variance
General Promotional				
Giveaways				
	Bricks, Blocks & Pens??	TBD	\$3,500	\$3,500
	Resource Disks	TBD	\$1,000	\$1,000
Advertising				
	FCPA	2 Ads	\$2,000	\$2,000
	Awards Brag Book	1 pub	\$0	\$2,000
Trade Shows				
	SEBC		\$2,500	\$3,900
	Other		\$1,000	\$1,000
Website Maintenance				
	Floridamasonry.com		\$2,500	\$2,500
	Masonryassociationofflorida.org			
	Concreteblockhomes.com			
	Concretebuildings.com			
	MAFconvention.com			
	MAFmarketresearch.com			
	Buildwithblock.com			
	Photo subscription			
	Misc. internet related costs			
ProMasonry Meetings				
	Quarterly in Orlando		\$2,000	\$2,000
			<u>\$44,000</u>	<u>\$75,000</u>
				\$31,000
Additional Changes				
	Outsourcing of Leads	BRM Contract not Renewed	\$30,000	\$0
				-\$30,000



AIA Florida

The Florida Association of the
American Institute of Architects

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Membership | Marketing Manager
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Advertising Information and Proposal Masonry Association of Florida, Inc.

Advertising Information

Friday Facts, weekly e-publication, is our successful publication for members. Below are some statistics:

- Silver Award Winner 2012 - Association TRENDS All Media Contest
- Sent to 3,300+ architects, associates, design/build professionals nationwide
- Open rate averages 33 percent – far above the industry standard of 10-17%
- Click through rate average 8.8% since January 1, 2013
- (2) Ad spaces per week (\$250 value per insert)
 - Horizontal Banner (600 x 80 pixels)
 - Vertical Side Bar (130 x 430 pixels, or 1 logo plus 200 words max)

Mobile App

- Launched in 2013
- More than 250 downloads
- Digital Directory
- Convention Activities will be on the App
- Ad space 320 x 50 pixels

Proposed Schedule of Advertising and Pricing

AIA Florida offers Masonry Association of Florida, Inc. 26 advertising inserts consisting of:

- 13 Horizontal Banner Ads
(6/21, 7/5, 7/19, 8/16, 8/30, 9/13, 9/27, 10/11, 10/25, 11/8, 11/22, 12/6, 12/20)
- 13 Vertical Side Bar ads
(6/28, 7/12, 7/19, 8/16, 8/23, 9/6, 9/20, 10/11, 10/18, 11/8, 11/29, 12/20, 12/27)
- 2 Mobile App Ads, 2 week periods (\$100 value)
- 1 Mobile App Home Page Sponsor (\$250 value), 1 week period Aug. 5-12 (during Convention)
- Total Value of \$5,800

Proposed Total Price: **\$5,000**

Equates to a 10% discount on Friday Facts Ads and a 50% discount on Mobile App Ads

Bragbook Sponsorship Mailing



Front Cover of 2013 Bragbook.



Compliments of: With sponsor company logo on back cover.



Optional Sponsor 1/2 page ad on the back cover*

Pricing:

- ⇒ 100 Copies mailed to top 100 Architects in Florida. Includes printing, postage, and company logo on envelope and back cover. \$850
- ⇒ 200 Copies mailed to top 200 Architects in Florida. Includes printing, postage, and company logo on envelopes and back cover. \$1595
- * Additional cost is associated with ad on back cover. For details, contact Deb Bartolucci 954-295-9926.

Contact Deb Bartolucci 954-295-9926 or deb@floridamasonry.com