



**MASONRY ASSOCIATION  
OF FLORIDA, INC.**  
www.FloridaMasonry.com



## ProMasonry Meeting Minutes December 12, 2013

Meeting Agenda items available online: <http://www.floridamasonry.com/91813.html>

### Call Meeting to Order

Chris Bettinger (chair) called the meeting to order at 9:35 am.

### Review of Anti-Trust Guidelines | MAF Anti-trust Policy

A motion to waive the reading of the Anti-trust Policy was made by Lisa Pelham and seconded by Jan Buehler. The motion carried.

For reference, a copy of the MAF Anti-trust Guidelines is available online:

<http://www.floridamasonry.com/anti-trust.html>

### Self-Introductions (In Attendance\*)

Chris Bettinger Oldcastle Coastal	Deb Bartolucci MAF	Lisa Pelham A1-Block
Kurt Trump Titan Block, Inc.	Mary Jane Mueller Mid Florida Tech	Jan Buehler Fi-Foil, Inc.
Don Beers MAF	Pat McLaughlin MAF	Rocky Jenkins CEMEX
Bob Anderson A1 Block	* A Quorum was not available	

### Approval of September 18, 2013 Meeting Minutes

A quorum was not available to approve the meeting minutes. Deb Bartolucci will send out the minutes to the committee to ask for their approval.

A copy of the September 18, 2013 ProMasonry meeting minutes is available online:

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

### Latest Friday Facts Ads

## Chairman's Comments:: Chris Bettinger

Chris Bettinger opened the meeting with comments on the goals for the meeting. Chris has put together a budget for 2014 and Pat will review the advertising proposal from Bright Rain/ Bob Sitter for the 2<sup>nd</sup> Floor Marketing Opportunity and if the proposal doesn't get the necessary funding and support, the committee will discuss the possibility of an alternate campaign.

## Proposed 2014 ProMasonry Budget:: Chris Bettinger

Chris reviewed the budget items in detail (a copy of the budget is included below). Notable items/changes to the budget as follows:

- **AIA FL Awards Sponsorship:** We will continue with the AIA FL Sponsor Award at the \$10,000 price. The only addition to that program is the increase of \$1000 for the lanyards sponsorship.
- **AIA FL Friday Facts:** continue the program for 2013.
- **MAF Online CEU Program:** It was decided that the "Online CEU program" will be the main focus of our marketing this year. NCMA uses a webinar service. Deb will speak to Dennis about piggybacking with their service.

Activity	2013 Actual	2014	Variance
<b>AIA Promotional Activities</b>			
2013 Awards Program			
Sponsorship	\$10,000	\$10,000	\$0
Convention Show Door Prize	\$100	\$100	\$0
Presentation Prizes	\$500	\$500	\$0
Convention Name Tags	\$0	\$1,000	\$1,000
One Hour Lunch Seminars			
AIA Chapter Level	\$0	\$0	\$0
Targeted Firms	\$0	\$0	\$0
Targeted Segments	\$0	\$0	\$0
AIA Publication Advertising			
AIA Directory	\$2,400	\$2,400	\$0
AIA Friday Facts	\$1,200	\$1,200	\$0
AIA Friday Facts MAF Co-op	\$0	\$0	\$0
Mailing			
Targeted by MAF	\$0	\$0	\$0
MAF Member Co-op	\$0	\$0	\$0
Online CEU Program			
Promotional Expense	\$0	\$7,500	\$7,500
Online Administration	\$0	\$0	\$0
Production	\$0	\$7,500	\$7,500
<b>Homebuilder Program</b>			
Builder Co-op Advertising			
Collateral Advertising pieces	\$0	\$0	\$0
Ad tags for Masonry	\$0	\$0	\$0
Masonry Sales Person Training	\$0	\$0	\$0
Mailing			

	MAF Member Co-op	\$0	\$0	\$0
<b>General Promotional</b>				
Giveaways				
	Bricks, Blocks & Pens??	\$3,500	\$1,000	-\$2,500
	Resource Disks	\$1,000	\$1,000	\$0
Advertising				
	FCPA	\$2,000	\$1,000	-\$1,000
	MAF Awards Brag Book	\$2,000	\$3,000	\$1,000
Trade Shows				
	SEBC		\$0	\$0
	Other		\$0	\$0
Website Maintenance		\$2,500	\$2,200	-\$300
	Floridamasonry.com			
	Concreteblockhomes.com			
	Concretebuildings.com			
	MAFconvention.com			
	MAFmarketresearch.com			
	Buildwithblock.com			
	Photo subscription			
	Misc. internet related costs			
ProMasonry Meetings				
	Quarterly in Orlando	\$1,600	\$1,600	\$0
			<u>\$40,000</u>	<u>\$13,200</u>

Action Items related to the budget:

- Action: Obtain a list of NCMA CE programs (Deb)
- Action: Discuss the NCMA webinar program and inquire about a potential partnership or use of their services – Dennis Graber (Deb)
- Action: Check out the software program for Don for production of webinars (Don)
- Action: Find out who the new executive director at BOAF for potential of giving courses to building officials (Pat)
- Action: Before the January board meeting quantify the expenses to produce the seminars. (Deb)
- Action: Board vote: Is it appropriate to ask for payment from individual companies that would like to post CEU programs on floridamasonry.com. (Chris)

#### **AIA 2014 Convention July 17-20, 2014 Miami, FL:: Chris Bettinger**

Chris & Don will be traveling to Tallahassee on December 17<sup>th</sup> to meet with Eileen Johnson (AIA FL) to discuss the upcoming AIA FL Convention in Miami.

Trump Doral Resort - July 17-20, 2014

2014 Annual Convention

Miami, FL Hotel Info: <http://www.trumphotelcollection.com/miami/>

The MAF Program:

The MAF will participate in the AIA FL Convention in the following ways:

1. \$10,000 Masonry Award Sponsorship
2. \$1000 to have MAF logo on the AIA FL attendee lanyards
3. 90 minute Continuing Education Presentation
  - Game show format with 3-4 segments with the AIA FL Masonry Award Winners. This gives them an opportunity to speak about their project to an audience of their peers. There usually isn't a time or venue for them for this specific purpose.
  - MAF will focus on the case studies of the projects and discuss the masonry aspects of the jobs.
  - Game show format with teams winning prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place. Our cost is \$500 for the game show awards and we will be going to give out gift certificates to the AIA FL bookstore.

### Review Friday Facts Ad Campaign Analytics | Analytics

Deb reviewed the AIA FL Friday Facts analytics. Complete analytics are available for the ad campaign. To receive or review your results, contact Deb (954-295-9926 or [deb@floridamasonry.com](mailto:deb@floridamasonry.com) )

---

### Websites:: Deb Bartolucci

[www.buildwithblock.com](http://www.buildwithblock.com)

[www.dontfeedthemold.com](http://www.dontfeedthemold.com)

The "New" [www.floridamasonry.com](http://www.floridamasonry.com)

Website Performance Analytics

---

### Advertising Proposal - 2nd Floor Masonry Mold Opportunity :: Pat McLaughlin & Don Beers

Pat and Don reviewed the Bright Rain Advertising presentation. The basic approach is:

- Through Publicity use the media outlets to create and build awareness of the problem
- Let the Masonry Industry offer the solution
- Focus on Masonry's benefits
- Be seen as the solution-don't associate with the problem

Program Outline:

- **Publicity Campaign- Awareness:** Consumer media statewide-newspapers, television and radio news programming, magazines-traditional and digital, blogs. Trade publications-Builder Magazine, Homebuilder Association magazines across the state.
- **Consumer Advertising- The Solution:** 4-6 weeks of television-split over the course of three months leading up to and through the prime selling season-spring, digital media, banner ads, e-mail blasts, mobile marketing

- **Schedule:**

- December- Start creative, media scheduling, account planning, design of analytics
- January- Begin Publicity Campaign
- February- Produce all collateral materials, TV spot, banner ads, print ads, e-mail blasts, etc.
- March thru May- Run Television campaign, continue publicity campaign, employ analytics, measure

There was a spirited discussion about the program and where the MAF fits in. The program is industry wide through the FCPA, FICAP, etc. Pat is travelling around the state to meet with all producers to explain the program and commitments from all. Pat will update on the progress at the next meeting.

**Softwood Industry Check-off Program & the Tower Timber Project :: Pat McLaughlin**  
[Softwood Industry Website](#) | [Email from Hardy Johnson](#)

The website and emails above show just what kind of programs and what type of opposition we face to regain our market share.

---

**2014 SEBC Show July 24 - 26, 2014 Orlando:: Dave Pfeffer**

[Proposed Course List](#) | [Tradeshaw Information](#)

Tabled to the February 11, 2014.

---

**Old/New Business**

Nothing to report.

---

**Adjourn**

The meeting adjourned at 2:05 PM. The next meeting was set for February 11. 2014.