



ProMasonry Meeting Minutes

July 12, 2013

Meeting Minutes

Meeting available online:

www.floridamasonry.com/promasonry/71213.html

In Attendance:

*Chris Bettinger
Oldcastle Coastal*

*Deb Bartolucci
MAF*

*Lisa Pelham
A1 Block, Inc.*

*Mike Ryan
Castcrete*

*David Pfeffer
Titan Block*

*Bill Lippy
Fi-Foil*

*Ken Harmon
Stalite*

*Paul Holden
Stalite*

*Kurt Trump
Titan Block*

*Mike Fetterhoff
Lott's Concrete*

*Rick Higgins
Lott's Concrete*

*Wally Dayem
CEMEX*

*Jerry Painter
Painter Masonry*

*Brian Bussell
CEMEX*

*Al Petrie
CEMEX*

*Don Beers
MAF*

*Pat McLaughlin
MAF*

Stan Smith

*Danielle Larson
GBL Group*

Anti-trust Statement

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

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

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

Approval of May 15, 2013 Meeting Minutes

Motion to waive reading and to approve the May 15th meeting minutes. Motion Al Petrie and seconded by Mike Ryan.

Friday Facts Overview

Chris Bettinger reviewed the Friday Facts Co-Op Advertising Program.

Since its inception, the MAF's Pro Masonry Committees objective has been to promote masonry to the design community in the State of Florida. We have had success; our relationship with the Florida AIA has grown and is valued by both sides. Trying to keep this momentum and continue to move forward without having Check-off funds has been difficult. One of the AIA's most successful programs is their "Friday Facts" e-mail program.

- ❖ Distributed weekly to 3,300 Architects, Associates, and Design/Build Professionals
- ❖ Open rate of 33% - far above industry standard of 10-17%
- ❖ Click through rate average 8.8%

We have negotiated a purchase of 27 ads in the AIA Friday Facts starting in September of 2013 through September of 2014, one every other week. The Pro Masonry Committee has committed to seven ads with Subjects to coincide with our efforts in the market. We are offering the remaining ads to MAF Members at a cost of \$200.00 each - a savings of \$100.00. We want to keep masonry in front of AIA of Florida Members. Each member's ad will have a link to the member and a link to the MAF. Each member can use the ad as they see fit - highlighting their company, products and services. Two weeks after the ad is run the AIA will supply all of the analytics to the advertiser. Our belief is the more we can expose quality masonry the better. This is not another MAF request for money - it's a co-op ad program for your benefit. There are 2 ad formats, either a Horizontal Banner or Vertical Ad. Deb Bartolucci will assist in ad layout and will work with the AIA throughout the process. The ads will start on September 13, 2013. We've attached a schedule of dates and MAF subjects; I've listed the subjects if an advertiser wanted to tie into our efforts with a product. Initially we are limiting advertising purchases to a maximum of four ads so everyone one has an opportunity. Please contact Deb Bartolucci (at deb@floridamasonry.com) regarding available dates or questions about the program. Please let Deb Bartolucci know about the ads you would like to sponsor. The first ad goes out September 13, 2013.

See Attachment A-Schedule of Co-op Ads

Bragbook Sponsorship

Chris reviewed the bragbook sponsorship program. Three members have agreed to sponsor the bragbook: Oldcastle, Stalite and Fi-Foil. We have one spot left in this campaign.

Bragbook Sponsorship Mailing

Envelope with Sponsor Logo on the front.
AKC Architects
133 Main Street
Orlando, FL 32801
Compliments of STALITE

Front Cover of 2013 Bragbook

Compliments of With sponsor company logo on back cover

Compliments of STALITE

Optional Sponsor 1/2 page ad on the back cover

Pricing:
200 Copies mailed to top 200 Architects in Florida.
Includes printing, postage, and company logo on envelope and back cover. \$2395

Current Sponsors:
Coastal
FI-FOIL
STALITE

Contact Deb Bartolucci 954-295-9926 or

For more information, or to purchase sponsorship, please contact Deb Bartolucci deb@floridamasonry.com or 954-295-9926.

PNNL Research Review - 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.

Thus far only preliminary results have been generated to validate the accuracy of the output. The full results of the program should be available early September.

Next Meeting

A ProMasonry meeting will be scheduled in late September.

Location: FCPA, 6563 Lee Vista Blvd. Orlando, FL 32833

Date: TBD

Time: 9:30 – 2:00 (includes lunch)

Email notices will go out approximately three weeks prior to the meeting.

Meeting adjourned at 10:45 AM.

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

Please Note:

All ads are sold on a first come first serve basis. Cost is \$200.00 per ad.

Maximum of 4 ads per advertiser until August 1, 2013. After August 1st no limit on purchases.

Ad subject matter is up to the discretion of the advertiser, MAF will help with layout.

Contact Deb Bartolucci regarding ad availability and purchases.

deb@floridamasonry.com