



Masonry Association of Florida, Inc.

ProMasonry Committee Meeting



Tuesday, March 19, 2013 | 9:30 AM - 11:30 AM

The meeting was called to order at 9:35 am by Chairman Chris Bettinger.

Remarks - MAF Executive Director

Pat McLaughlin spoke about the ProMasonry committee. The ProMasonry committee is the heart and soul of the Masonry Association and the reason why we exist. The committee has not been as active recently because we have diverted our resources to the Florida Masonry Checkoff program. If the Masonry Checkoff program gets approved, it will solve some of the major problems we have with ProMasonry - money! This year, SEBC and the AIA program that we have cultivated over the past several years are the most important things we can do as a committee. It's important that we keep the programs we have worked so hard to create successful this year.

Remarks by Chairman - Chris Bettinger

2012/2013 ProMasonry Chair, Chris Bettinger reiterated Pat's comments we need to keep the momentum going. We have some good programs in place and need to review some other programs that we can do with a minimum of effort. This meeting will be conducted electronically and ultimately saves us money. However, this is not the preferred method of meeting; we will need to conduct face-to-face meetings. The next meeting is scheduled for May 15, 2013. Please mark your calendars.

Review of Anti-Trust Guidelines

Chris Bettinger asked for a motion to waive the reading of the Anti-trust Guidelines. Wade Mullins made the motion; it was seconded by Lora Ferris. The motion carried.

*For reference, a complete copy of the MAF Antitrust Guidelines is available online:
<http://www.floridamasonry.com/antitrust.html>*

In Attendance

Chris Bettinger
Pat McLaughlin
Deb Bartolucci
Don Beers

Lisa Pelham
Brian Bussell
Lora Ferris
Wade Mullins

Steve Bishop
Dave Pfeffer
Al Petrie
Mike Ryan



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Review of 2013 ProMasonry Budget & Proposed “Platform & Goals” - Chris Bettinger

Keep in mind that we have the SEBC and AIA programs that are coming up and these will take most of our limited resources until the 3rd quarter of 2013. We are trying to position ourselves with programs to kick off starting in the fall.

AIA Awards Program

- CE Program - This year our program is “Life is Better with Masonry”. The same format of a presentation with game show and prizes will be followed this year. We do not know the exact date and time of our presentation yet. As soon as we know, we will get the information out to members.
- Tradeshow - August 9, 2013 3:00 PM - 7:00 PM. We will have a booth.
- AIA FL Masonry Award - August 10, 2013
- If you are interested in attending the CE program, the tradeshow or banquet, please contact Deb Bartolucci deb@floridamasonry.com.

Lunch & Learn Seminars

- We have a limited budget, so we are going to concentrate on targeted segments. The group discussed the medical projects and USF and UCF projects that are ongoing.
- The group needs to put together a group of local teams to target market segments. Possibly the existing CLT committee, Chris will put together a group of people who can help and bring it to the next meeting.
- It was suggested by Lisa Pelham that we conduct a “Train the Trainer” session so that Don can train anyone who will be giving a presentation. That way our presentations will be consistent.
- Tentative plans were made to conduct the TTT at the MAF annual convention.
- Chris will talk to board members about a list of people who can make presentations. We have a similar list, but this will need to be refined. The list of people who can do presentations will be reviewed at the May 15th ProMasonry Meeting in Orlando.

Friday Facts Advertising

- MAF has budgeted for 12 ads in Friday Facts.
- MAF Members can participate in the program to cover the other 40 weeks - Chris is going to negotiate a deal on pricing for 52 weeks. MAF Members can advertise their products, but must add a tagline for the MAF.
- This keeps masonry and our products in front of the architects throughout the year for a minimal investment of approximately \$250/week.
- Al Petrie suggested that we send it out to membership to see if we have any interest.
- Chris will talk to the AIA to negotiate a good deal for everyone and then distribute the information to gauge the interest in proceeding.



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Targeted Mailings (2/year)

- The MAF has a dbase of approximately 3000 architects in Florida. We would like to develop collateral pieces to mail to the architects.
- MAF will create a generic marketing piece that can be used by all MAF Member companies. The idea is to get member companies to mail the marketing piece to their customers. The MAF will create and cover the cost of the printing for the member companies.
- Members add their mailing label and send.
- Again, just want to keep masonry in the minds of the decision makers.
- Subject matter of the pieces:
 - Fire safety
 - Wind protection
 - Energy
 - Sustainability
- Deb suggested that when we create the “Masonry Fact Sheets”, that she create a postcard mailer (8.5” x 5.5”) as a companion. Makes sense to do them together. The next Masonry Fact Sheet will be on sustainability.

Homebuilder Program

There was considerable discussion about this budget item. Some of the ideas that were considered:

- 2nd Floor Masonry
- Jacksonville Market -- Sunday Real Estate Section Ads. Pick a market and go to the builders with a package -- tell them what we plan to do with advertising and ask them if they want to be one of the MAF’s Preferred Masonry Builders
- Advertorials - Editorial piece in the paper about masonry.
- Target large custom home builders, since some of them are also building with wood right on the ocean!

Ultimately, it was decided that we would put \$5000 towards custom home architect promotion and keep \$16,000 on hold, as we don’t really have enough money to adequately move the needle. SEBC is a good place to put some of that money since we are working with the Florida Home Builders Association (FHBA). It was also discussed that we could use the money to get out the results of our PNNL research at SEBC. Hopefully we will have that information by the SEBC show and convention.

In summary, Chris will be going before the board on April 10, 2013 to ask them to re-commit resources (people) to the ProMasonry committee. We need to set ourselves up to move forward if/when we receive Checkoff funds. We also need to keep the momentum going with the programs we have in place already as the results of the hard work that had been done in the last few years.



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Residential Marketing Activities – Rocky Jenkins

Rocky was unable to attend, he was out of town for the BIM meeting.

SEBC Show - Chairman, Lisa Pelham

Dave Pfeffer and Deb Bartolucci have been to see the new show location and participate in the SEBC Executive Committee meetings. The new area is very large and SEBC expects to have a 30% increase in participation this year. This is the ONLY builders show in the Southeastern United States.

The MAF booth layout will this year include seating and CE credits for AIA, PE, CILB credits. Each demo will have accompanying classroom time to supplement the live demo on the floor.

Currently we have two accepted for credits:

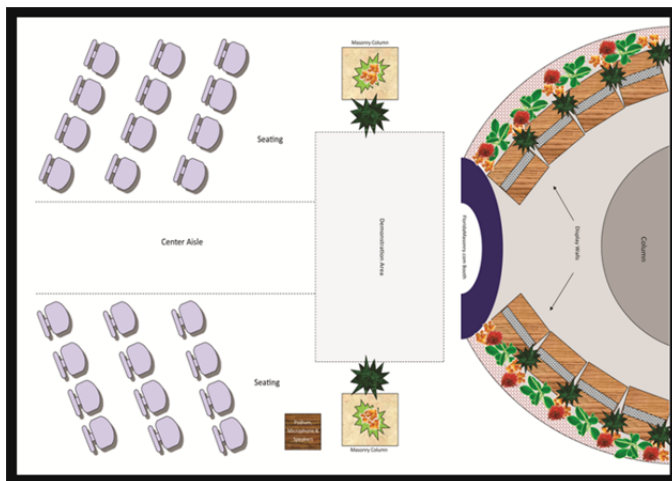
Concrete Masonry Lab: Instruction & Hands-on Lab (See ProMasonry Package for details)

Stucco Demonstration - Mike Starks of Titan America will be providing the credits.

There are plans to have others and all will be on the show floor -- in an effort to keep the contractors in the tradeshow. SEBC is also adopting this strategy and will provide CE credits on the show floor daily from 12:00 - 3:00 PM.

We have the same amount of booth space as before, but the SEBC has also given us a very large area for the apprentice competition and Fastest Trowel.

Proposed Booth Design:



Lisa Pelham and Deb will be getting together to discuss the layout and the design for this year. Under consideration is the construction of a few new display walls. Anyone who would like to be involved in the booth design should contact Lisa lisa@a1block.com or Deb deb@floridamasonry.com.



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Other thoughts are coming up with a fun t-shirt and corresponding postcard piece for a giveaway for the convention. Deb will bring some ideas to the ProMasonry - May 15th meeting.

“Moldy” Don’t Feed the Mold- build with concrete masonry!



Masonry Excellence Awards Publication - “MAF Brag Book”

We added additional funds for this item and we plan to use it and mail it out to our dbase after the convention. As in past years, the projects featured will be the winners of the MAF Masonry Excellence Awards Program. **We are currently accepting award entries. Forms are available on www.FloridaMasonry.com Deadline for submissions in May 1, 2013.**

MAF Convention & SEBC Show - July 11 - 13, 2013

Details and registration are available on www.MAFconvention.com



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Next meeting: May 15, 2013 @ FCPA.

Meeting adjourned at 11:55 AM.

Commercial Lead Tracking Activities– Lisa Pelham & Don Beers
FloridaMasonry.com & BuildWithBlock.com Website Overview - Deb Bartolucci
Old/New Business

ProMasonry Meeting Agenda
March 19, 2012 | 9:30 AM - 11:30 AM | TELECONFERENCE & GOTOMEETING



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2013 Meeting Dates
Adjourn