2014 NCMA Midyear Meeting Recap

Park City, Utah ♦ Grand Summit Hotel ♦ July 29-August 1

The National Concrete Masonry Association convened its 2014 Midyear Meeting, July 29 - August 1 at the four-diamond Grand Summit Hotel in beautiful Park City, Utah. More than 278 NCMA members participated in the week’s committee meetings and social events that serve as a venue to plan activities for the 2015 year.

For those who missed all or part of the event, some highlights are included in this brief recap. Need more information about anything in here? Just call us or email us and we will get you to the right person for a follow-up discussion: 703.713.1900, info@ncma.org.

**Events**

**Town Hall Meeting**
Chairman of the Board-Elect Joe Bowen opened the Town Hall meeting Tuesday afternoon by welcoming all the attendees to Park City for a week of gathering together to advance the industry. Joe thanked all the Town Hall sponsors for their continued support of the association.

The Town Hall Meeting served as an overview for attendees to what they would expect in the coming week. Highlights included a presentation by Daniel Alzamora, P.E., FHWA Geotechnical Engineer on market opportunities for the use of manufactured concrete products in the construction and rehabilitation of bridges. (For more information about Geosynthetically Reinforced Soil (GRS) Integrated Bridge Systems (IBS), click [HERE](#).) And, Dov Lechinsky of ADAMA Engineering presented a theory on the future of SRW Design.

New NCMA member Tony Cunieo of CADBlox showed attendees what digital modeling looked like and how Building Information Modeling (BIM) is going to affect the masonry industry. Byard Steven of Carolinas Concrete Masonry Association gave a recap of the CMU Check-off program and how the industry is getting closer to its final goal with only a few weeks left in the current session. He also acknowledged the successful passing of the Florida Education Act.

It was to “see a lot of old friends and some new faces, hoping this is a sign of business activity picking up and members showing their support for the direction of the association.” Dale remarked that his experience as Chair to date has been incredibly rewarding and has been fortunate to meet more people in the industry then he ever imagined.

With that, he turned the program over to 2014 Foundation Chairman Keith Haas, who announced that the Foundation Board of Trustees approved 14 new grants valued at $463K during the week. This brings the total of NCMA Foundation industry initiatives to $708K for 2014. Keith announced that the endowment has reached $9.25M, allowing the association to continue to provide “critical funding of projects to advance the industry.”

He was also happy to report that the investments gained 3.5 percent so far this year and that there is still an ongoing strong commitment to the BIM-M initiative at $100K annually for five years, currently at $412K. Pat Dubbert then addressed the audience and thanked them for their support of the Digital Technologies Program (which will include support for BIM for Masonry). He challenged the membership again to support the program.

While at the podium, Pat Dubbert also encouraged all members to attend the 2015 ICON-Xchange, February 18-19, in San Antonio, Texas. He announced that ICPI will be joining NCMA as an endorsing organization of ICON-Xchange and that there will be some new features to the show that all should come out and see.

**Business Luncheon Highlights**
NCMA Chairman of the Board Dale Puskas welcomed attendees to the NCMA Business Lunch on Thursday by thanking all of the Midyear Meeting sponsors. With an attendance of over 275, Dale remarked how great

Don Foster was presented with an NCMA Honorary Membership on behalf of the NCMA Council of Past Chairman of the Board and Board of Directors. Presented by
Don Lampus, Sr., Don Foster was recognized for being an active member of the association for more than 45 years. As a block producer, Don served on numerous committees including the Executive, National Codes, Metrciation Task Force, Technical, Long Range Planning, Convention, and Fire Safety Promotion committees. Don served as Chairman of the Board in 1988. Don accepted his award with great thanks.

Jim Weber then took the opportunity to present Bill Oberfield with the NCMA Lifetime Achievement Award. Since joining NCMA in 1974, Bill and his family have been active participants in the association and the industry. From early on, Bill set the impression of “a quiet, unassuming, hard-working guy who got the job done no matter what he had to work with,” and that was how he continued his success for more than 35 years. As a hands-on guy, Bill served on numerous committees, including the Executive Committee and became Chairman of the Board in 1994. Bill has been the one, single member who has recruited the most members to NCMA in the history of the association. In 1997 when the NCMA Foundation was founded, Bill was one of the first to contribute to the endowment and has been an ardent supporter since. Bill graciously accepted his award.

Dale closed the luncheon with the announcement that Billy Wauhop has agreed to chair the NCMA 100th Anniversary celebration in 2018.

UNIT DESIGN COMPETITION

North Carolina State University took top honors in the NCMA Foundation-sponsored 2014 Unit Design Competition with their Y-Block Multi-Functional Concrete Paver. The jury was coordinated by Tyler Clark of Amcor an Oldcastle Company. The lead member of the jury, Robert Pinon, AIA, of MTHN Architects attended the awards ceremony, providing commentary on each of the finalists. Robert highlighted that overall the jury found “that the quality of craft and overall presentation of the Y-Block concept was really well put together and designed very nicely.” The team was sponsored by the Carolinas Concrete Masonry Association, Adams an Oldcastle Company and Johnson Concrete Company. The University of Southern California team, sponsored by ORCO Block Company, took second, and third place went to the University of Nebraska – Lincoln team who entered the national competition for the first time. They were sponsored by the Nebraska Concrete Masonry Association. Congratulations to all participants for their creative entries and presentations.
SMALL/FAMILY BUSINESS FORUM

The Small/Family Business Forum continues to be a vibrant forum that facilitates the exchange of information and ideas between the representatives of smaller operations and family-owned companies in the industry. Some of the topics discussed at this session included: an information exchange on training new technical sales people in smaller companies and the resources that are available, acceptable expectations in both the percentage of over-ordered special order products and in material storage, recognizing and proactively responding threats to CMU wall systems market share, and improving customer service to increase customer retention. Contact Clare Ramminiger at NCMA for additional details about the Forum outcomes and opportunities to participate in future programs.

PLANT CERTIFICATION FORUM

A discussion forum on the proposed NCMA Plant Certification program was held at the Midyear Meeting. A panel of block producers and members of the task group that developed the draft program discussed their experiences in plant quality control, the need for a certification program to break into DOT markets, and an explanation of the draft program. The timeline for implementation of the program was discussed. By the end of this year, the final package of materials will be available for review by the industry with the final decision on implementation to be at the 2015 Annual Convention.

NCMA PAC RECEPTION

A record NCMA PAC Reception crowd of 67 members of the NCMA PAC and the elite PAC Club plus an additional 30 guests and NCMA staff enjoyed a festive evening of food, prizes and fun. Billy Wauhop presided over the highlight of the evening, the flagship door prize awards, drawing more than 30 winners who collected prizes totaling over $3,000 in value. The event raised a record $46,775 in on-site contributions and PAC Club renewals.

If you have never attended a PAC Reception and would like to support the NCMA PAC, you are highly encouraged to consider doing so at the Annual Convention in San Antonio next year. This is an excellent way to hear more about NCMA’s legislative activities from our members who are already engaged and to consider joining the PAC Club yourself.

UTELITE BLOCK TOUR

Early Friday morning, NCMA members engaged in a fascinating and insightful tour of the Utelite Corporation plant located in Coalsville, Utah. For over 50 years, Utelite has produced and supplied rotary kiln, high strength, lightweight expanded shale structural aggregates to the Western US and Canada.

The hands-on tour facilitated by Jeff Barrick, walked members through the in-depth process from quarrying materials to final production of lightweight aggregate.

COMMITTEE MEETINGS

ASSOCIATE MEMBER DIVISION BOARD

The AMD Board, chaired by Jeff Speck, approved the request from the Tradeshow Subcommittee and the Plant Tour Task Group to make changes to the Plant Tour policy that would include the Masonry Veneer Manufacturers Association (MVMA). Several task groups were developed from the Tradeshow Subcommittee -- a joint NCMA/ICPI Task Group that would determine future NCMA Midyear and ICPI Midyear and summer meetings; an ICON-Xchange Steering Committee to determine event structure, processes and a policy manual.

The AMD Board is working with the Tradeshow Subcommittee and the Convention Education Subcommittee to introduce an Exhibitors-Sponsored Education feature to the ICON-Xchange. A task group was developed to develop a process to determine eligibility for exhibitor-sponsored education. The associate/supplier companies that have already committed to participate in the event were announced:

Platinum Sponsors — Besser • Columbia • Pathfinder
Gold Sponsors — TopWerk Hess Group • Krete Industries

Silver Sponsors — AMC Chemistries • LANXESS • Rampf • Rekers NA, Inc. • Rockwood Pigments
Bronze Sponsors — BASF • Expanded Shale, Clay and Slate Institute • EverLoc Retaining Walls • Grace Construction Products • iActEx • Kraft Curing Systems, Inc. • MASA Group • Rosetta • Sika • Solomon Color, Inc. • Standley Batch Systems, Inc. • Teka • Westblock Systems

Also announced were those exhibitors who have committed, to date, for the Marketplace in addition to those listed above for B2B:
Alabama Pallets • Allan Block • GMS Molds • Johnson Concrete Company • Specta Glaze Concrete Block

The announced producer attendee companies who have committed include:
A. Jandris & Sons • Anchor Block Company • Basalite Concrete Products, LLC • Boulder Creek Stone • Calstar Products • Calstone Company, Inc. • Cambridge Pavers • Capitol Concrete Products Company • Dolese Brothers Company • Featherlite Building Products • Fizzano Brothers

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NCMA PAC, the elite PAC Club renewals.

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The legislative calendar has procedural issues are slowing the bill's movement in the Senate while the House bill is ready for floor action. The Committee is engaged in planning for reengaging focus on other legislative and regulatory arenas for too long, though the Bill in requesting for the outing does not have to determine and will certainly affect the outcome of the Checkoff bill in the expiring 113th Congress this fall. Though the Committee is thought to be determined and will certainly affect the Association's legislative thrust next year, the crucial Checkoff initiative is thought by some on the Committee to have reduced focus on other legislative and regulatory arenas for too long, and the Committee is engaged in planning for reengaging those and adding others. Incoming Chairman Brendan Quinn and Bob Thomas will respectively complete strategic and staffing plans to be submitted to the Board and Long Range Planning Committee this fall.

Updating on the Checkoff legislation, the identical House and Senate bills now have 228 and 21 cosponsors, respectively. While the Senate bill is ready for floor action, in the House procedural issues are slowing the bill's movement in the Energy & Commerce Committee. The legislative calendar has few days remaining, even including the Lame Duck session, but NCMA remains optimistic that the bill can be passed this year.

More information can be found on the website at www.iconxchange.org.

**Education & Training Committee / Convention Education Subcommittee**

The Education and Training Committee is continuing to oversee the implementation of the Association's online learning curriculum. The program provides a structured learning environment for industry personnel and design professionals seeking information and continuing education on concrete masonry, hardscape, and manufactured stone products and systems. The committee, chaired by Heidi Jandris, is also developing educational content for the upcoming 2015 ICONXchange in San Antonio.

**Government Affairs Committee**

The Government Affairs Committee departed from the traditional format this summer with a July 10 teleconference to cover routine reports in order to permit more time for strategic discussions at its Midyear Meeting about going forward in a post-Checkoff environment. Though the outcome of the Checkoff bill in the expiring 113th Congress this fall is yet to be determined and will certainly affect the Association's legislative thrust next year, the crucial Checkoff initiative is thought by some on the Committee to have reduced focus on other legislative and regulatory arenas for too long, and the Committee is engaged in planning for reengaging those and adding others. Incoming Chairman Brendan Quinn and Bob Thomas will respectively complete strategic and staffing plans to be submitted to the Board and Long Range Planning Committee this fall.

**Manufactured Stone Market Segment**

The Manufactured Stone Committee, chaired by David Mariner, continues to refine priorities and initiatives to accomplish this market segment’s goals and objectives. The committee reviewed the draft strategic plan and identified three strategic priorities: Quality of Units, Quality of Walls and System Education, with a focus on the technical aspects of this market. Manufactured Stone Veneer will be included in the Cost versus Value study being coordinated by Remodeling magazine. The 4th Edition Installation Guide is completed and currently being distributed through the NCMA website and members. NCMA's Laboratory is currently offering free testing to NCMA members producing manufactured stone products.

**Masonry Market Segment**

Led by the recently appointed Chair Rocky Jenkins, the Masonry Committee discussions centered on the newly developed Decision MAAPing (Market Assessment and Application Profiling) strategic plans to advance and grow the concrete masonry market. The Decision MAAPing program defines a structure for the Association to:

- Identify and target specific markets poised for high growth as well as markets threatened with market loss;
- Understand the challenges stemming from competing systems in each of those markets;
- Identify those that form a part of the critical decision-making path on the choice of materials and systems;
- Recognize the issues and topics that influence decision-makers and develop resources tailored to specific audiences to aid in their decision-making process; and
- Structure deliverables to ensure local applicability and use by decision-makers.

To facilitate the implementation of this new strategic plan, the Masonry Committee has been reorganized, including the establishment of a new Decision MAAPing Task Group charged with refining the MAAPing strategies for the industry moving forward.

**Membership Dues & Bylaws Committee**

The committee, chaired by Rich O’Connor, reviewed membership dues currently received from membership categories in the current operating budget and dues revenue that will be needed to support 2015 program initiatives. The committee recommended a 2 percent dues increase for the producer and associate members that will generate approximately $34,000 in additional revenue next year. The committee also continued discussions on a dues strategy for producer and associate members that will resolve the separate dues calculations for manufactured stone producers that were maintained when they became members of NCMA.
Membership Recruitment Committee

As the market begins to recover slightly, the Membership Committee has engaged a number of NCMA Young Professional members to reenergize the strategies used to recruit and retain companies, to target younger professionals that may not have been active in NCMA previously, and to engage members that have not traditionally taken advantage of the networking opportunities available through NCMA. Mentoring, training, electronic communication, video testimonials and digital information exchange are all being considered to make the NCMA membership experience as dynamic as ever. Contact Clare Ramminger to get your staff plugged in.

Production Technology & Operations Committee

The Production Technology and Operations Committee approved the NCMA Mix Design Spreadsheet for release on the NCMA Solutions Center. They also approved a new Safety Data Sheet and Hazardous Communications Pallet Label for compliance with the Global Harmonization System. There was also discussion on the crystalline silica rule-making from OSHA and what resources producers may need to help comply with silica exposure limits, which may be finalized in the next two years.

SRW and Hardscape Products Market Segment

The SRW and Hardscape Products Committee, chaired by Tim Bott, continues to review the association’s objectives to advance markets for SRW and Hardscape construction through the review and approval of recommendations of the subcommittees. The committee also reviewed a draft of the new NCMA SRW and Hardscapes Market Strategic Plan that will guide the association’s work for this market in the next three years. The ACB subcommittee continues to research the options to use the systems as a best management practice (BMP). The SRW Contractor Subcommittee is working to increase attendance at the SRW Installer Courses. The SRW Technical Subcommittee has received a final report evaluating the ASTM C1262 freeze-thaw durability test method and will begin work on incorporating recommendations into the test method procedures. The SRW Marketing Subcommittee is changing names to become the Strategic Market Communications Subcommittee and become more proactive to getting information to appropriate decision-makers and influence audiences to help increase the market for SRWs.

Young Professionals Group (YPG)

NCMA’s Young Professionals Group met at the Midyear Meeting. For most NCMA committees, YPG liaisons have been installed to provide those individuals with mentoring opportunities, as well as create a communication link between YPG and various committees. These liaisons will report back to all YPG members between meetings. Additionally, a University Outreach Task Group was formed to develop tools for members who are hoping to work with schools in their local area to engage future designers and architects. Finally, a Fall YPG Workshop will be planned in October in San Francisco. At this meeting, an event with local, young professional groups of designers will be planned. YPG also shared dinner with students in attendance to present their Unit Design Competition projects.

NCMA Foundation Board of Trustees & Foundation Program Review Committee

The NCMA Foundation Board of Trustees awarded $462,903 in grant requests at this meeting for 14 projects. Funding included support for the following nine research/workforce development projects:

- CMU Tornado Safe Rooms: Schultz Squared Architects, LLC
- Design Framework for Geosynthetic-Reinforced SRW Walls: Stage II, Phases I and II: ADAMA Engineering
- Unit Design Competition – 2015: CMA Unit Design Competition Task Group
- University Professor’s Masonry Workshop-2015: The Masonry Society (TMS)
- Building Information Modeling for Masonry (BIM-M)-Phase III (2015): Biggs Consulting Engineering, PLLC on behalf of BIM-M.
- Advanced Concrete Masonry Design Course Traditional and On-line for Engineers: Missouri University S&T
- TMS Sustainability NL 2015: The Masonry Society
- Shaking-Table Testing of Partially-Grouted RM Wall Structures: University of California, San Diego
- Student Design Competitions - the following five universities received grants to support masonry design competitions within their architectural programs:
  - Pennsylvania State University
  - University of Southern California
  - Carnegie Mellon University
  - Wisconsin Masonry Alliance (for University of Wisconsin-Milwaukee)
  - Florida Atlantic University
The next grant application deadline is December 1, 2014. The scholarship application is January 1, 2015.

Other actions by the Board of Trustees include adoption of a policy to limit overhead rates associated with grant applications. Guidelines for a new Student Structural Design Competition were approved.

**FOUNDATION INVESTMENT/FINANCE COMMITTEE**

The committee reviewed midyear financials, the 2013 Foundation Audit Report, and a draft 2015 Foundation budget and recommended approval on each of these reports to the Foundation Board of Trustees. Chad Heffron, Morgan Stanley Financial Advisor, conducted a comprehensive performance review of all assets held in the investment portfolio. Several fund managers under performing their respective benchmarks are being considered for replacement.

**FOUNDATION NATIONAL ENDOWMENT COUNCIL**

The council reviewed progress of the Foundation’s fundraiser to establish a new funding stream for Building Information Modeling for Masonry (BIM-M), and other digital technology projects. More than $400,000 has been committed to date and council members will be conducting follow-up solicitations to reach the $800,000 goal of this program.

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**NCMA Thanks Generous Sponsors for the Midyear Meeting**

NCMA thanks all of its generous sponsors for their support. The sponsors of this year’s event were: