Salutations!
We have just completed our 2017 ICON-Xchange and Annual Convention. Over 500 industry personnel were in attendance, and with so many things happening we felt we needed to recap all the action! We hope this update is valuable and we look forward to seeing you at NCMA’s Midyear Meeting, August 21-24 in Toronto!

New NCMA Board
Consistent with previous actions, a smaller and streamlined NCMA Board was seated at the meeting. With new chair Steve Berry, this board will be more engaged in governance and charting NCMA’s course.

Strategic Plan
A draft of the strategic plan was unveiled at the Annual Convention. The plan will guide the association over the next three years and includes many initiatives to move the industry forward:

- Proactively influence codes, standards and government regulations
- Repackage NCMA resources for improved dissemination, regional relevance and usage
- Market and promote the value of member products/systems to key decision makers and the design community
- Educate industry sales professionals for better system-selling to improve market share

Review the entire plan. Send any comments to NCMA Staff!
Committee Progress
NCMA’s committee priorities discussed for 2017 include:
• Redesign NCMA’s website
• Communicate to high-priority audiences
• Conduct SRW sales survey
• Develop new SRW Sales Personnel and Inspector certifications
• Expand the reach of CMD Online – Educate architects and designers
• Develop a new Masonry Systems and Inspector certifications
• Investigate dry-cast CMU veneer properties and installation

NCMA Foundation
The Foundation received $50,000 in new contributions to the endowment. Bill Holden, chair of the NCMA Foundation National Endowment Council, announced a goal of $2,000,000 in new donations in 2017.

Guest Speaker
John Mulville of MetroStudy shared that low household debt suggests continued economic growth. He also identified trends in the housing market that will affect the economic forecast for the next few years.

Did You Know?
According to the polling of Town Hall audience, three-quarters of attendees think that an infrastructure spending bill will have a moderate or significant impact on their company revenue.

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant</td>
<td>11%</td>
</tr>
<tr>
<td>Moderate</td>
<td>65%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>19%</td>
</tr>
<tr>
<td>Negligible</td>
<td>5%</td>
</tr>
<tr>
<td>None</td>
<td>0%</td>
</tr>
</tbody>
</table>

See more photos & highlights on our Flickr page. Please also follow us on Twitter and Facebook.
Sign Up for Concrete Products Community, the online forum dedicated to the concrete masonry, SRW and hardscapes, and manufactured stone veneer community. Get involved!

Use the new resources released at the meeting:
- CMU Fire Rating Calculator
- CMU Sound and Assembly Properties Calculator
- CMU Cost Comparison Study
- Updated 5th Edition MSV Installation Guide
- YPG’s University Outreach Toolkit

Certify using any of NCMA certification programs - Concrete Masonry Technologist, Dry-Cast Production Plants, SRW installers - that will help you and your business.

Watch the new video commemorating the first 25 years of NCMA. Developed by the 100-Year Anniversary Task Force, this is the first part of our journey to the 100-Year Anniversary of NCMA at Midyear Meeting 2018. View our list of sponsors.

Call your Representative and ask them to support and sponsor HR1046 and S374, the new CMU Check-off bills.

Engage with your local designers to attend the BIM for Masonry Symposium May 4-5 in Chicago, IL.

Attend ICON EXPO 2018. We are STRONGER THAN EVER at the Machinery and Equipment Show in Indianapolis, IN, February 9-10, 2018. More here!

Renew your passport! The Midyear Meeting will be Toronto in August 21-24 2017.

NCMA Midyear Meeting 2017 WESTIN HARBOUR CASTLE HOTEL | TORONTO, CANADA | AUGUST 21-24

STRONGER THAN EVER ICON EXPO 2018 MACHINERY & EQUIPMENT SHOW FEBRUARY 9-10, 2018 • INDIANAPOLIS
### 2017 ICON-Xchange & Annual Convention Sponsors

#### Platinum
- **BESSER**
- **Columbia**
- **PATHFINDER**
- **MERTS**

#### Gold
- **CATHAY INDUSTRIES**
- **krete**
- **TOPWERK AMERICA**

#### Silver
- **acm CHEMISTRIES**
- **HUNTSMAN**
- **LANXESS**

#### Bronze
- **BASF**
- **CDS**
- **CPT CONCRETE PLANT TECHNOLOGIES, INC.**
- **EVERLOC RETAINING WALLS**
- **EUCLID CHEMICAL**
- **FRIMA**
- **gcp applied technologies**
- **iwi group LLC**
- **Johnson Gas Appliance Co.**
- **KBH MASCHINENBAU**
- **KOBRA**
- **masa**
- **pooyatos**
- **QUADRA**
- **RAMPF**
- **Sika**
- **SLAB INNOVATION**
- **Solomon & Colors Inc.**
- **STANDLEY BATCH SYSTEMS, INC.**
- **Yipin**

#### Tabletop Sponsors
- **ALABAMA PALLET & TRAY**
- **Advanced Concrete Technologies**
- **CONWED**
- **EARTH WALL PRODUCTS**
- **EGAN**
- **Hydranix**
- **Plant Architects**
- **ReCon Retaining Walls**
- **Solidia Technologies**
- **TENAX**
- **Voeller Mixers**
- **WCCT**
- **ZENITH**