One of our greatest competitive advantages is our people.” I shared this at the Business Lunch, and it’s true. Our industry is comprised of dedicated, tireless individuals who all have the same goal – grow the concrete masonry, hardscape, and manufactured stone market. This was on display during ICON-Xchange and the Annual Convention, where nearly 500 members came together to advance the industry and network. While there are challenges, I am convinced we have the best individuals and companies working together to solve them. Having served for the past year as NCMA’s Chair has been an honor, and has shown me that the future of our industry is very bright! I am sure you will agree as you look at this recap and see all the great things that went on in Salt Lake City. I cannot wait to see you all again soon at our next meeting.

Darryl Winegar
Midwest Block and Brick, Inc. (A Quikrete Company)
2019 NCMA Chair of the Board

Tom Finch
RCP Block and Brick, Inc.
2020 NCMA Chair of the Board
WHAT WENT ON

NCMA & ICPI – COMING TOGETHER? Both the NCMA and ICPI Boards agreed to develop a joint committee tasked with investigating ways for the organizations to work together more closely – including potential unification. This committee will work over the next year to investigate opportunities with a focus on collaboration.

DEMONSTRATING VALUE
The SRW Committee is looking into ways to promote the value of hardscaping in residential construction. They will be investigating ways to quantify the amount of value added to homes for remodeling projects such as backyard hardscapes.

SHAPED BY CONCRETE
Jamie Farny, Director, Building Marketing for the Portland Cement Association, shared an update at NCMA’s Town Hall. PCA is launching a new marketing initiative called Shaped By Concrete, an educational campaign to increase awareness of the sustainability, resilience and durability of cement-based systems. Be sure to check out the website and follow on Facebook and Twitter.

CONCRETE WOMEN CONNECT
Once again, the women in the concrete masonry industry gathered to discuss experiences and network. This reception was highlighted by remarks from Kathy Granger, Keystone Hardscapes, who shared insights about her career in the industry.

NCMA PAC – REMEMBERING BILLY
The NCMA Political Action Committee came together in Salt Lake City and remembered the contributions of Billy Wauhop. Billy and his wife Adella were responsible for the fun and exciting PAC event for many years. Billy will be missed, but his legacy will be remembered by everyone.

NEW OFFICERS AND BOARD
At the conclusion of the meeting, new NCMA officers and board members were installed. Tom Finch, RCP Block and Brick, is the 2020 Chair. He is joined by Rocky Jenkins, CEMEX, as Vice-Chair, Darryl Winegar, Midwest Block & Brick (A Quikrete Company) as Past Chair, and Ted Light, ACM Chemistries, as Secretary/Treasurer. A big thank you to all of our outgoing board members for their contributions over the past years. Click here (https://ncma.org/updates/ncma-announces-new-bod-members/) for a listing of all new, continuing, and outgoing board members.

NEW FACE OF TEK
An updated format for NCMA TEK Notes was unveiled to take advantage of NCMA’s new visual identity. Improvements to technical figures and overall organization of information is part of this initiative.
CMU Checkoff Chair Major Ogilvie presented an update of the status of the development of a CMU Checkoff program to meeting attendees. He shared that regional discussions have been occurring over the past several months to identify investment areas that are most likely to result in increased opportunities for concrete masonry construction to benefit the manufacturers, contractors, and suppliers in those regions.

Representatives from the U.S. Department of Commerce were also in attendance and outlined the remaining steps required for the concrete masonry industry to approve the creation of a commodity checkoff program for concrete masonry units: 1) Order – in the coming months, a draft copy of the Order (which will outline how the Checkoff would operate) will be published for public comment; 2) Comment – a thirty day comment period provides the opportunity for any party to share comments or concerns regarding the draft Order; 3) Register – manufacturing companies of concrete masonry units will have the opportunity to demonstrate their eligibility to vote by registering to vote in the upcoming referendum; 4) Vote – registered voters will be provided a copy of the Order, revised as needed based on resolution of returned comments, and will have thirty days to return ballots to the Department of Commerce; 5) Approve – the Department of Commerce will certify the results of the referendum.

Numerous efforts will be undertaken to engage the industry and voters throughout this process. Once the Order is available for distribution, the Department of Commerce will conduct a national webinar as well as five regional town hall meetings. Updates will also be presented at meetings of national and regional trade and professional associations related to concrete masonry.

For more information and updates, visit www.cmucheckoff.com.
CERTIFY
your manufactured stone products. This program simplifies materials specification for designers, and proves commitment to quality by MSV producers. Learn more (https://ncma.org/programs/msv-product-certification/).

DOWNLOAD AND SHARE
the latest Articulating Concrete Block (ACB) Design Manual. The latest version has been updated to include new methodology for design, which was developed through an NCMA Foundation grant. Download here (https://ncma.org/resource/acb-design-manual/).

JOIN THE CONVERSATION
by sharing posts from @hardscapingis. This social media campaign is dedicated to workforce development for hardscape installers. Follow, share, and like on Instagram and Facebook to amplify the message.

TOUR
the plants presented during the ICON-Xchange Virtual Plant Tour. View the videos at (https://ncma.org/virtual-plant-tour/)

• Best Block Construction Materials in San Antonio, TX presented by Besser Company
• Calstone Concrete Products in Gilroy and Tracy, CA presented by Pathfinder Systems
• Oldcastle in Fontana, CA presented by Rekers (NA), Inc.

CHECK OUT
new and innovative solutions shown at the Product Development and Creative Concepts Forum:

PEDREGAL – unveiled a new aggregate replacement made from used plastic called Resin8.

FBR – shared the HadrianX, a robot that lays concrete masonry units, coming soon to the US.

SoundQA – demonstrated new technology that can predict the strength of CMU using sound, all from your cell phone.

ENGAGE
local landscape programs and vo-tech and post-secondary schools. The SRW Committee approved licensing the SRW Installer program to these schools as part of workforce development initiatives.
BY THE NUMBERS

1500
ENGINEERS DOWNLOADED THE SRW BEST PRACTICES GUIDE THROUGH OUTREACH AND ADVERTISING

96%
RETURN ON INVESTMENT FOR MANUFACTURED STONE VENEER PROJECT, PER COST VS. VALUE REPORT IN REMODELING MAGAZINE

$156,200
APPROVED TO FUND 8 NEW GRANTS BY THE NCMA FOUNDATION

495
TOTAL ATTENDEES

36
HOURS OF COMMITTEE MEETINGS

469
INDIVIDUAL B2B MEETINGS
AWARDS & RECOGNITIONS

NCMA HALL OF FAME

DALE PUSKAS
Basalite Concrete Products
Chair of NCMA’s Board in 2014, Dale was inducted to the Hall of Fame in recognition of his efforts to NCMA and the industry. Dale is the former Vice President of Basalite Concrete Products and led many efforts at NCMA, including streamlining the board structure and being vital to the growth of the SRW market.

NCMA LIFETIME ACHIEVEMENT AWARD

DON BEERS
Masonry Association of Florida
A key figure in the growth and prosperity of the concrete masonry industry in Florida, Don Beers was recognized for his dedicated career in the concrete masonry industry. He has been involved in the Florida concrete industry for over 40 years, and his leadership after Hurricane Andrew contributed greatly to Florida’s current residential block market.

CHAIR OF THE BOARD DARRYL WINEGAR PRESENTED THE CHAIR’S AWARD TO TWO DESERVING INDIVIDUALS:

TERRI GRULKE
Besser Company
Terri was recognized for her efforts to build and grow industry events, including ICON-Xchange and ICON EXPO. She is currently leading efforts to develop the 2022 ICON Summit as an education-focused event.

DEAN JURIK
ACM Chemistries
Dean was awarded for his enthusiasm in driving participation and membership with NCMA and his mentorship to Darryl and many others within the industry. Dean’s recent efforts include creating the BLOCK PARTY, which debuted at the Midyear Meeting and is going strong.

LONGTIME MEMBERS

NCMA expressed gratitude and appreciation by recognizing the following companies for their longtime, continuous membership in the Association and support of the concrete masonry industry.

50 YEARS OF CONTINUOUS MEMBERSHIP

Boxley Materials
Lynchburg, VA

Fendt Builder’s Supply, Inc.
Farmington Hills, MI

Grand Blanc Cement Products
Grand Blanc, MI

Phelps Cement Products, Inc.
Phelps, NY

75 YEARS OF CONTINUOUS MEMBERSHIP

Besser Company
Alpena, MI

Capitol Concrete Products Company, Inc., A Monarch Company
Topeka, KS

E. P. Henry Corporation
Woodbury, NJ
The Roaring '20s were back at the Block Party! The fun-filled evening included networking, fine food, and fun. Armed with the secret password, attendees could find the hidden Speakeasy with casino-style games. This event is possible thanks to all the generous contributors.

**BLOCK PARTY WINNER!**

Matt Morey, president of Calstone Company in Gilroy, CA, was the big winner of the casino games during the BLOCK PARTY! He has generously donated his winnings to the NCMA Foundation. Thank you Matt!
2020 MIDYEAR MEETING

NCMA

August 4–7, 2020 | The Pfister Hotel | Milwaukee, Wisconsin

BASIC BLOCK & HARDSCAPE SALES SCHOOL
Fall – Date and location TBD

YPG WORKSHOP
Fall – Date TBD – Pittsburgh, PA

HARDSCAPE NORTH AMERICA
Oct 21-23, Louisville, KY
2020 ICON-XCHANGE
B2B HOSTS

PLATINUM HOSTS

BESSERT
Columbia
PATHFINDER
TOPWERK
AMERICA

GOLD HOSTS

CATHAY
INDUSTRIES
krete®

SILVER HOSTS

acm
LANXESS
VENATOR

BRONZE HOSTS

BASF
CARBOCLAVE
CDS
GROUP
EverLog
GROUP
masa

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* Innovation Center Exhibitor
NCMA 2020 ICON-Xchange and Annual Convention Recap