



SCMA Fact Sheet

Simplifying Concrete Masonry

Leadership & Committees

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SCMA Working Committees

65 Committee Members engaged through:

- ✓ Marketing Committee
- ✓ Education Committee
- ✓ 5 State Councils
- ✓ 5 Promotions Committees
- ✓ 4 Workforce Development Committees

Overview

The Southeast Concrete Masonry Association (SCMA) is a nonprofit trade association that represents ---150M --- Concrete Masonry Units (CMU) annually with sales exceeding \$270M at 69 producer sites across North Carolina, South Carolina, Georgia, Tennessee and Virginia. The SCMA producer network is supported by the Associate Members 314 locations across the five states.

The SCMA's mission is to increase wall share for Concrete Masonry Units (CMU) through focused promotions and programs. We're committed to educating and advocating for the use of Concrete Masonry Units while creating positive synergy in our efforts to increase sales for all stakeholders within the SCMA footprint.

SCMA Cement Market Engagement

The SCMA footprint represents:

- Largest cement company worldwide with 1 plant and 17 terminals
- 4th largest cement company worldwide with 9 terminals
- 6th largest cement company worldwide with 2 plants and 8 terminals
- Remaining cement partners make up 7 additional plants and 68 terminal locations
- 200,000 global employee impact

SCMA Aggregate Market Engagement

The SCMA footprint represents:

- Largest U.S. aggregate company
- 2nd largest U.S. aggregate company
- 236 total locations in five-state footprint
- 17,100 U.S. employee impact

SCMA Impact on the Industry - Highlights

The SCMA is the bridge for the concrete masonry industry to maximize its resources to ensure together we promote Concrete Masonry Products as the first choice in the commercial and residential markets. We're a building solutions provider through education to architects, designers, engineers, general contractors and owners to ensure a continuous masonry learning environment is promoted on how to use wall systems effectively, efficiently and most importantly safely.

Our progressive approach:

- 2320 Architects and Engineers were introduced to Concrete Masonry and the benefits of building with CMU
- 1900 High School Students exposed to Concrete Masonry Programs through Masonry Days, tours and Career Events
- 680 University Students introduced to Masonry through Blockfest Events, Lectures, Design Build Competitions and Masonry IQ
- 513 Professionals toured Concrete Masonry Production Facilities
- Launched 10 new training classes to increase selling skills of 350 concrete masonry industry professional by end of 2020
- Launched 5 new Concrete Masonry Weeks across 15 cities to educate over 1,100 Owners, Developers, Engineers and Architects

Visit scmaonline.org or call 704-228-0474

