



YOUR MEMBERSHIP DUES AT WORK!

Simplifying Concrete Masonry

A Voice in the Largest Concrete Masonry Association by Geography in the U.S.

- ✓ Promotes a One Masonry Voice across five states
- ✓ Five prong approach geared toward professional community, universities, high school, middle school and general public

Implementing New Masonry Technology in the Field

- ✓ SCMA digital marketing platform reaches over 15,000+ people monthly and growing. This includes our enewsletter, email campaigns, blogs and videos with a goal of reaching 300,000 annually by end of 2022.
- ✓ SCMA and its members reach over 900,000 followers on social media through several digital platforms including Facebook, LinkedIn, Twitter and Instagram. Our goal is 1.5 million by 2022.

Accelerating & Expanding Masonry Digital Platform

- ✓ Target 200,000 contacts annually through our monthly email campaigns
- ✓ Target 900,000 followers annually through our social media member platform

Advocate for Masonry within Building Codes

- ✓ Seat at the table during local building codes meetings
- ✓ Launch a building code association project to reengage local building officials

Deliver "Tech Talks" Expertise to the Professional Community

- ✓ Provides free masonry advice to architects and engineers before, during and after construction
- ✓ Ask an experienced qualified engineer a question any time, about anything

Rollout Simplifying Masonry Series "Sell Sheets" for all Members

- ✓ Launching Simplifying Masonry sell sheets to simplify masonry to professional community
- ✓ Deliver a consistent message in every state and every market to promote masonry



Educating University Students on New Masonry Technology

- ✓ Rolling out a Masonry University toolkit designed to promote masonry at universities
- ✓ Rolling out free Masonry iQ to architectural students & Direct Design to engineering students

Impacting Masonry Labor Shortage

- ✓ Sponsor over 2,000 students and participate in 10+ workforce recruitment events annually
- ✓ Provide workforce development programs through Skills USA and other WFD programs
- ✓ Creating a WFD SCMA Council designed at addressing CMU production labor shortages as well as masonry contract labor shortages

The Benefits are always expanding for our members...

- ✓ Access to new SCMA e-newsletter with a reach of 15,000+ contacts
- ✓ New 2021 What's New in Masonry Series to showcase new products to members
- ✓ New Q&A sessions on your products directly with producer or associate members
- ✓ Access to over 95% of producers and associate members at networking events including SCMA Winter Meeting and SCMA Annual Conference
- ✓ Attend cutting edge education classes on the latest concrete masonry technology
- ✓ Attend workshops or one of our Block training classes
- ✓ Ability to host educational session on the new SCMA Concrete Masonry Academy
- ✓ Find your passion and get involved with one of the SCMA committees
- ✓ Advertising and marketing opportunities from print to online to social media
- ✓ Ability to influence legislation for codes and standards
- ✓ Advancing technology with future professionals through university Blockfest program

We understand that there are many associations of which you could choose to be a member. We state proudly that we are a marketing and promotion driven association. We roll our sleeves up and get to work on promoting and marketing concrete masonry. We are all about being the voice for our members and helping them prosper. In everything SCMA does, one ideal is foremost: let's have fun together and know collective we can drive change one block at a time!