

INDUSTRY LEADER IN MASONRY

Simplifying Concrete Masonry

MISSION

Our 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.

VISION

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, 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.

WHO WE ARE

The Southeast Concrete Masonry Association (SCMA) is the largest concrete masonry association in United States. We are a 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 who supply aggregates, cement, mortar mix, equipment, admixtures, materials and services to our industry.

SCMA is home to member producer companies and masonry industry professionals in five states who support, design and produce concrete masonry units which helps power our nation's economy.

WHAT WE DO

The SCMA promotes the use of concrete masonry units for residential and commercial concrete masonry construction. The SCMA is involved in a broad range of educational

activities, promotional events, local building code relations and industry communication activities.

WHO SHOULD BECOME A MEMBER OF THE SCMA?

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 us have fun together and know collectively that we can drive change one block at a time! If this is you, then we would love for you to be part of our family!

SCMA STRATEGIC OBJECTIVES

- 1. Leveraging our strength: Increase SCMA market influence by actively engaging our members.**
 - a. Build a communication bridge to our members to promote the SCMA value in initiatives, promotions and industry-wide resources.
 - b. Engage SCMA members to take advantage of initiatives, promotion and resources.
 - c. Strengthen our relationship with regional industry partners.
- 2. Accelerate the education of masonry to the marketplace: Create resources to help position CMUs as the first choice of building materials.**
 - a. Promote and support producer efforts to build a system of communication and working together.
 - b. Identify industry expertise within our footprint while building a support channel that will allow more "technical expertise" to help influence decisions higher in the decision-making channel.

- c. Leverage SCMA AIA-registered masonry courses for promotion to architects.
- d. Consistent messaging to combat competitors while promoting masonry as first choice.
- e. Build a network on “masonry ambassadors” to leverage within certain professions.

3. Influence the decision makers earlier in process: Change of perception is needed.

SCMA will work with producers to foster and strengthen relationships with facts and resources that makes the CMU the first building product of choice.

- a. Introduce design tools and resources - Direct Design Software.
- b. Comparison of walls systems showing the value of masonry wall systems.
- c. Create a new angle on how decision makers view block. Promote safety first.
- d. Build key talking points to counter competitive systems and build a foundation of fact-based education to distribute to marketplace.
- e. Identify lack of understanding and created moments of education and wall conversions.

4. Market growth: Define and build a footprint to measure and grow success.

- a. Consistently leverage product knowledge in the build environment to increase sales.
- b. Improve the sales tactics and consultative selling methods to strengthen our market promotions.
- c. Define current market to identify how to measure competitive threats.
- d. Build on and understand new market wins and share with all members in SCMA.
- e. Leverage technology and data that impacts proactive wall share growth.
- f. Create a marketing “first choice solution model” to various design build companies.
- g. Build a structural coalition within the SCMA to provide comprehensive services.
- h. Education is needed on soft lumber selling points and how it is perceived in the market place.

5. Fiscal Strength & Stewardship: Creating a fiscal model that fuels long term success through initiatives, promotions and membership growth.

- a. Create marketing material designed to create new audiences and competitive wall share conversions.

- b. Better stewardship in supporting promotions that show value to our members.
- c. Identify fiscal areas of growth in new membership or nontraditional segments.
- d. Building a new membership audience with young professional architects and student membership for universities with engineering/design departments.
- e. Accelerating concrete masonry day seminars.
- f. Expanding annual conference to include exhibit booths with supplier sponsorship.
- g. Explore advertising on SCMA website.

6. Influence local and state building codes

- a. SCMA involvement in MACS (Masonry Alliance for Codes and Standards) and look for ways to get educated to better monitor and help influence local and state codes.
- b. Proactively seek out local decision-making officials to help promote CMU interest.
- c. Resiliency focus – strong promotion efforts on how resiliency strengthens communities.
- d. Advance CMU position through codes, fact-based research and industry collaboration.

7. Promote Coalition

- a. Explore ways to encourage collaboration within the CMU industry and build community so together we create a more competitive wall solution.
- b. Develop a plan with producers, general contractors, engineers and architects to support CMU usage in early stages on future designs which creates a more efficient CMU solution for future projects.
- c. Identify synergy in industry on how to target Design Build companies with a comprehensive CMU solution.
- d. Create masonry roundtable discussions (MDR) with large architectural firms to build partnerships.

SCMA MEMBER BENEFITS

Fueled by a network of producer-led communities, suppliers and state committees, SCMA is the regional hub for masonry educational expertise and a connector for businesses, people and ideas. As your go-to source for educational and promotional engagement opportunities, thought-leadership, training, events and public advocacy, SCMA is the place for you and your business to network and thrive. With a focus on industry growth and innovation, SCMA drives member success in the thriving concrete masonry industry.

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

Implement New Masonry Technology in the Field

- ✓ Launch the first full southeast state Masonry iQ software project to architects
- ✓ Launch the first full southeast Direct Design software project to engineers

Accelerate & Expand Masonry Digital Platform

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

Advocate for Masonry within Building Codes

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

Deliver Technical Expertise to the Professional Community

- ✓ Leverage SCMA Technical Committee to increase speed of communication on projects
- ✓ Expertise addressing specific construction issues such as structural design

Simplifying Masonry Series “Sell Sheets” for all Members

- ✓ Launching Simplifying Masonry sell sheets to sell 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 events annually
- ✓ Provide workforce development programs through Skills USA and other WFD programs

Collaboration on Problems and Solutions

SCMA hosts many events throughout the year to allow ongoing opportunities to network and collaborate. Many

of these events are hosted multiple times to allow ongoing networking and collaboration between members.

- ✓ Masonry Discussion Forums
- ✓ AIA Continuing Education Programs
- ✓ Masonry Symposiums
- ✓ Annual Conference
- ✓ Masonry Workshops
- ✓ Block Plant Tours
- ✓ Lunch and Learn Programs
- ✓ Masonry Training Courses
- ✓ Golf Tournament
- ✓ Excellence in Masonry Awards
- ✓ Skills USA Events
- ✓ Semi-Annual University BlockFest

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 direct with producer or associate members
- ✓ Attend cutting edge education classes on the latest concrete masonry technology
- ✓ Attend workshops or one of our Block training classes
- ✓ Ability to host educational sessions on the 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
- ✓ Sponsor events throughout the year including Concrete Masonry Weeks

SCMA MEMBER BENEFITS

Get Engaged and Have a Voice

Explore SCMA membership categories and partnership opportunities that offer a wealth of resources and intelligence to help you scale your business, train for your employees, build solid career paths, create educational priorities, and drive our industry forward.

Producer Membership

Producer membership shall be open to firms, individuals, and corporations within the state of North Carolina, South Carolina, Virginia, Tennessee and Georgia engaged in the manufacture of block or brick products.

Associate Membership

An Associate member is defined as an individual, partnership or corporation engaged in the manufacture of equipment, aggregate, admixtures, masonry coatings or cement as well as banks, insurers, and others interested in the welfare of the concrete masonry industry. University students or masonry contractors would fall under this category.

Professional Membership

Professionals, school, building or government officials and others who promote the concrete masonry industry would be considered professional members.

Honorary Membership

Any members retired from our industry who have contributed in some outstanding manner to the welfare of the Association and the Concrete Masonry Industry. Honorary Member will be exempt from fees and dues assessed by the Association.