

PARTNERING FOR THE FUTURE WITH SCMA

Simplifying Concrete Masonry

MASONRY ONE VOICE INITIATIVE

The Southeast Concrete Masonry Association (SCMA) is the largest concrete masonry association by geography in the United States. We represent 150M Concrete Masonry Units (CMU) annually 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 five states.

SCMA's mission is to increase wall share for concrete masonry through focused promotions and programs. We are committed to educating and advocating for the use of concrete masonry while creating positive synergy in our efforts to increase sales for all stakeholders within the SCMA footprint.

SCMA CONCRETE MASONRY ACADEMY - VIRTUAL PLATFORM

The Concrete Masonry Academy was created to address two different education tracks. The first is an internal track designed to address the educational needs of employees working within our member companies. Most companies have limited training programs so they leverage SCMA training sessions to increase the basic knowledge of concrete masonry while improving their employees' overall selling skills. The goal is to move the sales team away from basic selling into a more consultative selling mindset.

The second is an external track geared directly for education and training for the professional community including architects & engineers on a wide range of topics to drive a better understanding of masonry wall systems. Instructors include SCMA member experts along with other industry leaders. Sessions will provide AIA-LU/HSW hours or continuing education hours. The SCMA will occasionally include free webinars from members, regional and national partner associations that provide value to the professional community. Future programs will center around live-streamed events, live demos and solutions center projects to help professionals gain proficient knowledge in building with concrete masonry.

SCMA EXTENSIVE CONTACT DATABASE

Our extensive contact database is one of the largest in the country. We provide access to 15,000+ industry professionals including architects, structural engineers, developers, owners, masonry contractors, general contractors, inspectors, universities, building code officials, material suppliers, block manufacturers, consultants and other industry personnel. Our database not only covers our five-state footprint including Georgia, Tennessee, Virginia, South Carolina and North Carolina but contacts in twenty five plus states.

SCMA E-NEWSLETTER

Our e-newsletter reaches over 15,000+ member and professional contacts. It provides updates on the SCMA, latest masonry technology, codes, seminars and other industry related information. SCMA's e-newsletter drives sales, boosts social media engagement and creates a communication channel to keep our members and the professional community updated on our industry.

NATIONAL ADVOCATE FOR SAFER & RESILIENT CONSTRUCTION

SCMA believes in partnering with other leading organizations like the NCMA, MCAA, U.S. Resiliency Council, Resilience Action Fund and other organizations to ensure that we are promoting a safer tomorrow in the build community. We are actively involved with over 30 organization and chapters.

MARKETING & PROMOTION

Industry seminars, live-streamed events, block classes, AIA block tours, symposiums, webinars, social media outlets, digital & print marketing materials, trade shows, promotional giveaways, website and e-newsletter.

CHECKOFF PROGRAM – CMU CHECKOFF

SCMA is recognized as a Regional Champion in Region 2. The SCMA is a leader within town halls and producer meetings promoting the overall benefits of the CMU checkoff program.

SCMA utilizes this platform to grow interest in the concrete masonry industry across Georgia, Tennessee, Virginia, South Carolina and North Carolina. Future promotional dollars will be focused on both regional and national programs to market and promote concrete masonry units. This program will generate \$10M annually in new investment back into our industry for promotion, education and research.

PROMOTING MASONRY TECHNOLOGY IN THE FIELD

The SCMA is a huge proponent of Masonry IQ among architect and masonry contractors. We create initiatives on Direct Design for the structural engineering community across all five states. We promote both Masonry IQ and Direct Design through our Concrete Masonry Academy with virtual presentations and through our email campaigns and e-newsletter on a monthly and quarterly basis.

FUTURE WORKFORCE RECRUITMENT

The SCMA sponsors and participates in workforce recruitment events that impact over 2,000 students annually. These events are designed to educate young people about becoming masons and the concrete masonry industry as an industry career. These programs typically target high school career days and events that provide on site demonstrations and hands on experience.

ASK SCMA “TECH TALKS”

SCMA Tech Talks provide free technical masonry advice to architects, structural engineers, developers and contractors before, during and after construction.

GIVING BACK TO OUR COMMUNITIES

The SCMA and its members support our local community by being involved with 35 different community outreach programs. These programs include domestic violence shelters, Mustache for Kids, United Way, Men’s Addiction Recovery Programs, Housing for Our Heroes and Feeding America.