



July 2010

MC&MCA Events

July There will be no general membership meeting in July, board meeting only.

August Dwight Engen of MN LECET has generously offered to host our August meeting at their facility. Mark your calendar for August 10!

Thanks out to Tim Worke of AGC for speaking to our group at the May 18 meeting at Grumpy's in Roseville with a review of the 2010 legislative session.

2011 Excellence Contest

Announcing the 29th Annual MC&MCA Excellence in Masonry & Concrete Design and Construction Awards Contest! The MC&MCA sponsors this contest in order to recognize quality architectural design and workmanship in the area of concrete and masonry and promote better public awareness of the advantages of our industry's products and services. The contest will begin August 1 with entries being accepted through August 31. Entries will be submitted online at www.mcmca.com - more information coming soon.

Member News

2010 Directories are in—you should have received one in the mail, please contact our office if you would like more copies.

Trustee Openings The following employee benefits fringe fund trustees' positions are still open. Any contractor members interested, please contact our office. Alternates for the bricklayers' health and welfare, the cement masons pension and the laborers health and welfare funds.

Graham Construction Services, Inc. is working on several transit projects that will transform Minnesota's commuter landscape. These include Graham's activities on the Central Corridor Light Rail Transit (CCLRT) Advanced Traffic Improvements project and on the 4th Street Advanced Utility Construction project. In addition, the company has completed the Hiawatha Light Rail Transit line extension to Target Field.

2011 Convention We have booked Friday, February 25 at the Double Tree Park Place Hotel in St. Louis Park. This will again be a one day event.

Bigelow to Retire from IMI After more than 30 years in the design/construction field with 21 of them in masonry, Olene Bigelow will retire from the International Masonry Institute July 31, 2010. She will be replaced by Mark Wickstrom, who previously served as apprentice coordinator for BAC Local 1 MN/ND.

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2010 Golf Outing MC&MCA/MCMA/MMPC annual golf outing was held on Wednesday, June 16 at Saw Mill Golf Course in Stillwater—and it was beautiful day! This event is an important fundraiser and we were able to exceed our budget goal for this year. Photos from the day are in the gallery at www.mmpc.info and more on the Saw Mill & Loggers Trail Golf Courses Facebook page.

Thank you to the companies that were hole sponsors this year:

- Aggregate Industries
- American Artstone
- Anchor Block Co.
- Bob's Sparkle Wash
- Const. Midwest, Inc.
- Esch Const. Supply
- Graham Const.
- Hellmuth & Johnson
- Hilti, Inc.
- Holcim
- Knutson Const.
- Kraus Anderson/Gresser
- Lehigh Cement
- T.K. Products

Special Thanks To.....

TCC Materials for sponsoring our lunch —burgers and brats and all the fixings were served

The girls from Bob's Sparkle Wash Leah Galaudet and Anne Marie Wray for all assisting at the registration table, and Tammy Duitsman for manning our hole in one contest

Cheri Nienkerk, Metro Brick, Inc. working registration and overseeing the Putting Contest, which netted the golf fund \$190

Craig Hinrichs, MMPC Executive Director for being our photographer for the day

Our great Golf Committee that organized another outing and carried it out with class and expertise! Co-Chairs Cheri Nienkerk and Kirt O'Konek, Rachel Kanz, Jason Landborg, Patrick Vogt and Anne Marie Wray

The winners of the golf contests (of skill) include:

Category	Names of Players	Company	Score
1 st Place	Tim Dougherty, Eric Fritz Tom Parenteau, Dick Perreault	Acme-Ochs Brick & Stone	59
2 nd Place	Chad Hanson, Roger Johnson Kirt O'Konek, James Pluym	Lehigh Cement	59
3 rd Place	Kevin Hegyi, Dave Vogt Jason Vogt, Dana Pugh	Anchor Block	61

Skins Winners were a tie between the Leigh Cement and TK Products teams

Closest to the Pin:	#16	Mark Bintzler	Holcim
Longest Drive:	#17	Jim Baker	Acme-Ochs Brick & Stone
Longest Putt:	#9	Brent Marlow	JE Dunn Const.

Door prizes or cash were donated by the following member companies—Your continued support is greatly appreciated!

- Acme-Ochs Brick & Stone, Advantage Scaffold & Ladders, American Artstone, Anchor Block, Besser Co., Bob's Sparkle Wash, BAC Local #1, Const. Midwest Inc., Esch Const. Supply, Donald R. Frantz Const., Gage, Hilti, Hines & Sons, Holcim, Knutson Const, Lehigh Cement, MarcStone, Metro Brick, TK Products, Weise Masonry

MMPC News

Craig Hinrichs AIA LEED AP

Executive Director – Midwest Masonry Promotion Council

MMPC masonry promotion efforts on the long-term capital advantages of masonry construction are now being presented to key decision makers in regional business, government and civic groups. The following article from the June 15, 2010 issue of *Finance & Commerce* magazine introduces the MMPC with a request to owner's groups to schedule a presentation of our "Affordable Masonry" program:

Beginning in 2008 a majority of local masonry construction companies and masonry materials and services suppliers joined efforts to reclaim a place for masonry materials and supplies in commercial and residential buildings. With the support of the Minnesota Concrete & Masonry Contractors Association (MC&MCA), the Minnesota Concrete Masonry Association (MCMA) and the North Central Cement Council (now the Portland Cement Association-PCA) the formation of the Midwest Masonry Promotion Council (MMPC) marked a unique first-time alliance of previously separate organizations and masonry related interests into one focused marketing effort for the industry.

One of the main needs for masonry related businesses to join forces was to create advocacy with a corresponding effort to that being put forth by competing wall systems which had been heavily marketing the advantages of their products to the designers and owners of new projects over the previous decade. This in addition to the slow-down in the economy had combined to greatly impact the level of work and employment in the masonry industry. The purpose of the new MMPC was stated to "recapture and grow the masonry market share in the Midwest region by developing and implementing effective tools and programs to measurably influence choice of both masonry wall system and facade materials by architects, engineers, construction managers, developers and owners."

The MMPC has already done much to strategically position itself with key people to promote the life-cycle sustainable qualities of masonry construction and also discuss how innovative new materials and labor saving construction techniques can reduce first-costs of masonry construction. It is estimated that over 1,000 architects statewide have participated directly in MMPC educational programs including the "Affordable Masonry" lunch program which is presented in architect's offices as a component of the American Institute of Architects (AIA) continuing education system while also satisfying State requirements for professional licensing. The program is now being presented as well to construction managers, developers, government building services, owners groups and various civic organizations while a second AIA/CES program is under production titled "Masonry Cavity Walls – Inside and Out".

Strong participation from member contractors, suppliers, producers and manufacturers has given the MMPC the ability to leverage the "strength in numbers" effect through various marketing efforts guided by the MMPC board of directors with input shaped from focus-group member committees. Despite a lagging construction economy, membership in the MMPC has seen steady growth both in numbers and geographic area as more members realize the need for a sustained proactive marketing effort with the design community to keep masonry construction on the palette. As one senior architect put it: "I'm glad to see the MMPC talking to architects, I had drifted to other building materials but now recall the many masonry projects designed early in my career that look as good as the day they were built".

Learn more about the MMPC on the mmpc.info website, and contact us if your organization would be interested in scheduling a free presentation of "Affordable Masonry".



Minnesota Concrete & Masonry Contractors
Association
Phone: 651-293-0892
Fax: 651-293-0373

Phone: 651-293-0892
Fax: 651-293-0373
E-mail:
ruby@capitolconnections.com

[www.mcmca.com]

MARK YOUR CALENDAR

Date	Speaker/Program/Event
July	Board Meeting Only
August 10	General Membership Meeting Hosted by Minnesota LECET
September	Board Meeting Only
October	MC&MCA Fall Kick-Off



Minnesota Concrete & Masonry
Contractors Association
1711 W. County Rd. B Suite 207S
Roseville, MN 55113