



Brick, Block & Trowel

Masonry Institute Newsletter

www.masonryinstitute.us

March 2007 / Issue 11

Directors Corner

HAPPY SPRING EVERYONE!

Well this year is moving rather quickly for us all I believe. But we are always happy to see the winter pass, although most have had a pretty good run with jobs not losing too much time because of the cold.

Our association has enjoyed steady growth in the last few years and this has enabled us to undertake some important initiatives that will continue to protect our market share and to promote masonry as the best material in producing a structure that is strong, safe, durable and adds aesthetic value to any city, town or community.

We want to expand the mentoring program and we will need active participation by our membership to volunteer their time to take an apprentice under their guidance in house, in the field, offer a field trip for the students to see brick or block plants in operation, introduce them to the sales of materials, estimating and project management, any number of possibilities a masonry career can

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Apprentice Visit Virginia Limeworks

Virginia Lime Works is a family owned and operated business that provides traditional and ecological mortars, plasters and paints such as Lime Putty, Natural Hydraulic Limes, Natural Cements, and customized mortar for historical preservation.

Mr. James Price, along with his son Jeff and extended family carry on the daily operations at a beautiful facility that they have meticulously crafted by hand. They have incorporated their many talents in the ceiling medallions, cornices, plaster walls, crown moldings, patriot paints and of course the structure is built with masonry in the Colonial Williamsburg design.

In November last year the apprentice's from C.S. Monroe Vocational Training Center in Leesburg, VA., Dan Macario and I traveled to Madison Heights, VA. There, we were treated to a first hand tour of their beautiful offices, plant, and lab and an informative seminar on their full range of operations. They have been involved in many historical masonry preservations, just to name a few: Old Governor's Mansion, Milledgeville, GA., James Madison's Montpelier, Montpelier Station, VA., Metropolitan Museum of Art, New York, NY, Academy of Fine Arts, Lynchburg, VA., St. Mary's City Chapel, St. Mary's MD., Virginia State Capital, Richmond, VA., and many others throughout

the US. If you would like more information regarding their services and products please visit www.virginalimeworks.com or e-mail: jimmy@virginalimeworks.com. You could not ask for a more accommodating group of people. They served us a delicious lunch in their formal dining room.

The apprentices were very interested in the many facets of their past projects and I believe they sparked a further interest in these young men of the possibilities of learning advanced techniques and further exploring the rewards of being involved in the historical preservation of masonry. It's amazing how that sense of history and the value added to communities by restoring buildings from our past lends a different light on the importance of developing the skills needed to perform this specialized work.

One thing is for sure: Mr. Price, his son and family are dedicated to their profession, and have the willingness, with their open door policies to share and teach their knowledge to anyone who shows an interest in preserving our valuable historic sights. This was a fine example of maximum graciousness and southern hospitality rolled into one well worth the trip experience for

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Planning Masonry Expo for March 2008

The Masonry Institute has been putting the outline for planning of what will be our 3rd Masonry Expo. This event has been well received by the architectural community in the past by holding seminars that enable many of them to receive AIA continuing credits. We have plans to expand the interest and participation with this Expo by adding a design/build competition called "IT MAKES A VILLAGE".

What can you make with 732 brick, 30 concrete masonry units, glass block and cultured stone? Add a little mortar, some imagination, a team of architects and mason contractors, and you have all the components for "IT MAKES A VILLAGE". A call for submitting entries will be going out to members of the architectural community in the months to come. We would like our membership to get involved in soliciting the projects to the architects they work with on a regular basis. All of these firms have young, up and coming principles who might be interested in taking part in this event. Mason Contractors can get involved by encouraging architects you know and work with to consider putting a team together and then partnering with a few of your masons and maybe include one of your apprentices to form a building team.

This event has been a huge success in every state that has undertaken the event. The list of past designs has been incredible with just a few being listed here like: windmills, tugboats, hammocks, waterfalls, lighthouses, and the "Flintstones" living room. Any number of innovative abstract projects have emerged in these competitions. We will also be enlisting participation

from architectural students and masonry apprentices presently in vocational training programs.

The prize structure is as follows:

1st Place \$2,500.

2nd Place \$1,500.

3rd Place \$1,000.

And a

"People's Choice Award"

The Masonry Expo and "It Makes a Village" will take place at the Dulles Expo Center located in Chantilly, VA in March 2008. The final date has yet to be determined, but will be slated soon. The architects will have six plus months to prepare their design drawings and submit them to a panel of their peers and masonry professionals. The teams will have one full day and half of the second day to complete their projects. They will need to prepare their assigned building spaces for judging, that will take place the later part of the second day. All the materials will be provided to the teams from sponsors and contributors.

There will be educational seminars ongoing for the two days. There will also be vendors, meaning suppliers with some holding demonstrations throughout each day. Some of the chosen topics to date for seminars are Historical Preservation of Masonry, The Role of Masonry in Sustainable Design and LEED, Designing With Brick for the 21st Century, Brick Veneer and Metal Stud Back-Up, Pre-Stressed Masonry, What's It All About, A Survey of Egyptian Monuments, Architectural Murals in Brick. Many more have been submitted as possibilities and we will attempt to cover a broad spectrum to suit everyone's needs and interests.

We plan to invite and have active involvement by the other masonry associations in Maryland, Virginia, such as MIMI, PMA, and VMA (Va. Masonry Association in Richmond). We will be inviting instructors and students from some of our area Vocational Training Centers to attend and we are exploring possible venues for their participation.

We also want to enlist the landscape architecture and hardscape products that are adding a big increase in our market share.

Invited guests are to include School Board Officials, School Superintendents, local county officials, the architectural community and many associates of the industry. We are announcing this now with one year of planning and scheduling ahead. Many important tasks must be completed to make this event happen and be a success. We want to have membership involvement in the planning and expediting. We will be forming committees very soon in many areas. Just a few to note: Sponsorships, Material Acquisition & Handling, Marketing & Advertisement, Architectural Team Building w/ Contractors, and Budgeting & Finance. Volunteers will be needed for many tasks before, during and after.

So everyone put on your HARD HATS and get in on the planning for what we expect to be the best representation we can possibly showcase to promote what we know to be the best product, "Masonry".

Local Apprentices Place at Nationals in Orlando, Florida



Elizabeth Cleckley- 2nd year apprentice

On February 24, 2007, the International Skills Challenge was held at the MCAA Masonry Showcase in the Orange County Convention Center, Orlando, FL.

Two area apprentices competed, Elizabeth Cleckley- 2nd year apprentice who placed 3rd. Liz works for Baltimore Masonry in Eldersburg, MD. Jason Walker- 1st year apprentice placed 3rd. Jason works for Advanced Masonry in Hunt Valley, MD. Liz and Jason are both graduates from the Center of Applied Technology-North, Anne Arundel County Public Schools, Severn, MD.

“It was indeed a pleasure to be present and see them apply their skills under a great deal of pressure and watch them conduct themselves with such poise and confidence”, said Mr. Curtis Hoover, their instructor.

I would like to say that the dedication and example set by instructors like Mr. Hoover at Center of Applied Technology-North and Paul Coates at C.S. Monroe Tech Center have given our masonry industry hope for our future manpower. I have watched these men mentor and challenge their students with the enthusiasm and support they need and they are excelling because of it. Thank You! Gentleman for your hard work and dedication to these young people.



Jason Walker - 1st year apprentice (middle)

Directors Corner

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offer them in their future. We hope to be able to add a few more vocational training centers to join C.S. Monroe Tech Center in this initiative.

You can really be a part of effecting change in these young people's lives. The students at Monroe have been very encouraged by our involvement and willingness to expand the possibilities for their learning. Paul Coates, their instructor, states it has given them a sense of pride in the trade that our Masonry Institute has taken an interest in helping them achieve their goals.

The Legislative Conference will be held Monday, May 14, 2007 through the 16th on Capital Hill, with a full roster of visits from and to our elected officials on the Hill.

Immigration, tax reform, OSHA standards are again just a few of the many issues that can have an impact of your business and our industry. I encourage you to take part in this process. If anyone wants more info, please contact me @ 866-529-7994 and I will make sure you receive the forms for attendance. This year will again be a group encompassing four major associations: Mason Contractor's Association of America (MCAA), National Concrete Masonry Association (NCMA), Brick Institute of America (BIA), and Building Stone Institute (BSI). Your involvement can most definitely affect change.

We want to continue to lend support to a national initiative of

further development of a website for architects, engineers, developers, school boards, and city officials to choose to use masonry for their buildings, and most importantly, we want to significantly increase the amount of masonry used in the marketplace. The web site www.masonrysystems.org is the project of a Masonry Execs Council that includes directors of masonry associations from twenty-eight states and supported by MCAA. A major campaign has been launched for expansion by a well known developer, Whole Wheat Creative in Austin, Texas. They are professionals in the field and can market and manage the sight for our industry. A full-time editor is also needed to keep it up to date. This requires major funding and at the same time provides an opportunity for smaller groups, such as ours, to lend support for promoting our industry in a much larger market, National!

We will continue to support the efforts of MAFSCAC, in their efforts to provide information to building officials, code administrators and legislative officials on a local level in the importance of balanced design in buildings. Safer schools, retirement homes, apartment and condominium communities, in fact all building applications can benefit from balanced design. We urge members who would like to be active in the group to attend the next meeting, held monthly, to contact: Rob Zobel, CMPC @ 703-753-8644.

Our annual Golf Outing will be held at Norbeck Country Club in Olney, MD. on Monday June 18,

2007, so mark your calendars now. A brochure for registration will be mailed a month in advance. Space is limited so respond ASAP.

There is a "Fastest Trowel" competition being planned for this summer and there will be the annual fall apprenticeship competition. The exact dates are to be determined.

All in all folks, we have a busy year ahead. Your continued support is greatly appreciated!

In closing, our association can continue to be a useful networking tool for us all. But the real rewards will be from taking an active role in any of our initiatives and by working together we will continue to enjoy a strong market for what we all know is the best product. I say this once again, let's put on our "Hardhats" this year and get involved.

Peace, Health & Happiness

Joyce Greer

Executive Director

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Strategic Planning Taskforce Formed

The Masonry Institute Board of Directors met in January to discuss the future direction of our association. They determined that we should initiate the process of “Strategic Planning”. Therefore, a taskforce was chosen to participate in this process. There has been a polling of the membership for input into this process and some well thought out suggestions have been submitted and are being taken under advisement by the taskforce.

Fortunately for the Masonry Institute, Tony Sneska with Essroc Cement has had extensive experience with this process and agreed to act as the “Facilitator”. We have conducted what is known as an S.W.O.T.

analysis, whereby we identify our strengths, weaknesses, opportunities and threats. This has given a good basis for developing objectives and goals that will serve our association. We have conducted two meetings, with a third scheduled for March 6, 2007. It is our intention to have the processes completed by the end of April and the plan compiled for the Board by the end of May for approval. We will then be presenting the finished plan to the general membership by mid to late June.

For those of us who have never taken part in the process, we feel it has been a very positive exercise that will only help us to grow our association and direct our resources

in the best way possible to achieve our goals. We continue to encourage any of you who have not voiced your suggestions, comments and ideas you may have, to please do so. You can fax them to the office @804-529-5351.

Safety Tip

OSHA defines a “competent person” as “one who is capable of identifying existing and predictable hazards in the surroundings or working conditions which are unsanitary, hazardous, or dangerous to employees, and who has authorization to take prompt corrective measures to eliminate them.” Be a diligent, competent person regarding safety issues as you are directing the work on your project. They go together.

Apprentice Visit

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all of us. We were invited to return at some future time for some hands on workshops, and there may be a possibility when Mr. Price resumes work on the 1667 St. Mary’s Chapel in MD this spring and summer that some of the apprentices might take part in the volunteer operations.

We are hoping to have their participation in our Masonry Expo next spring, with hands on demonstrations, and a PowerPoint seminar so we can share this great source of information with many members of our industry.

On March the 15th, we have a field trip to NCMA for a laboratory tour arranged for us by Harry Junk. We are actively seeking others in our industry to step up and offer a plant tour, seminars on the masonry trade, and to offer to mentor an individual apprentice in operations pertaining to their future in the masonry trade. We want to expose these apprentices to as many aspects of the masonry industry as possible. The more they are exposed to, the better vision they can have for their careers!

MASONRY INSTITUTE CALENDAR OF EVENTS

- TUESDAY MARCH 20, 2007 MASONRY INSTITUTE DINNER MAGGIANO'S TYSONS II 6P.M.-9P.M.
- WEDNESDAY MARCH 15, 2007 FIELD TRIP w/ C.S.MONROE APPRENTICE'S NCMA'S LAB MCLEAN, VA
- TUESDAY MARCH 27, 2007 MINI-SUMMIT MTG. MAFSCAC TO BE HELD at
BASF ADMIXTURES 10 A.M. - 2 P.M.
- SATURDAY, APRIL 21, 2007 L.C.SMITH BRICK AT 5920 FARRINGTON RD. ALEXANDRIA, VA.
8 A.M.- 2 P.M. ANDY MOONEY w/ALLIED CONCRETE HANDS ON
DEMONSTRATION w/ ANCHOR RETAINING WALL SYSTEMS AND PAVERS
For more Info contact: Pete Jacques @ 703-751-5420
- MONDAY MAY 14, 2007 - WEDNESDAY MAY 16, 2007
LEGISLATIVE CONFERENCE CAPITAL HILL HOTEL GEORGE at 15 E STREET N.W.
For more details visit www.masoncontractors.org
- MONDAY JUNE 18, 2007 ANNUAL GOLF OUTING NORBECK COUNTRY CLUB OLNEY, MD.
 - PROPOSED CRAB FEAST IN AUGUST/MEMBERSHIP TO BE POLLED FOR INTEREST
 - FASTEST TROWEL COMPETITION COMING IN SEPTEMBER
DATE TO BE DETERMINED/ SPONSORED BY QUIKRETE

Betco/Supreme

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On behalf of the Masonry Institute, we would like to thank **Dave Hayes, Glen-Gery Corp., Bill Stynes, J.D.Long Masonry, and Charles Tiches, Betco/Supreme** for graciously agreeing to sponsor this issue of Brick, Block & Trowel.

Masonry Institute, Inc.

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